No. 242 Oct. '83

# MAD

IND

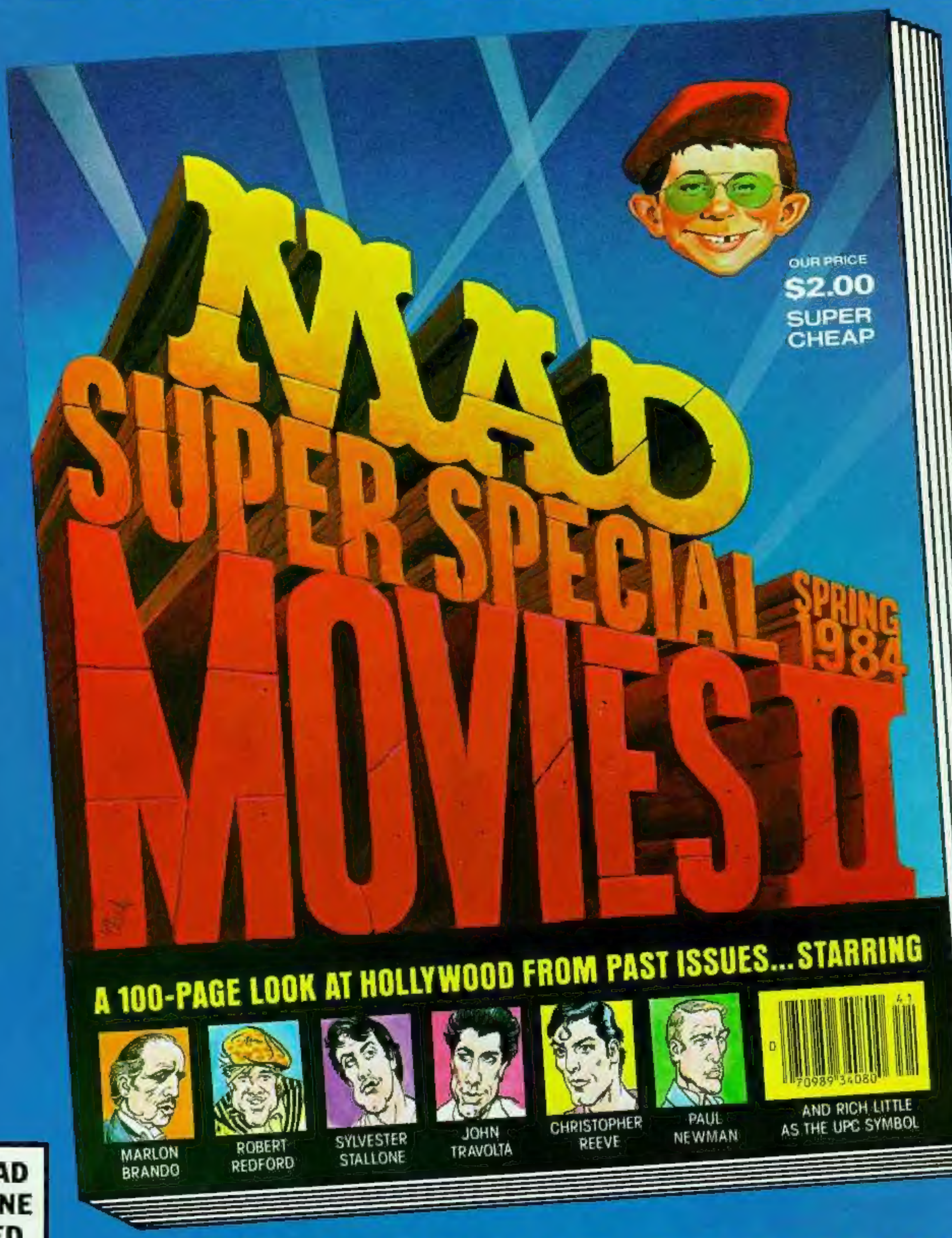
OUR PRICE $1.00 CHEAP

## UNMASKS "THE RETURN OF THE JEDI" AND "THE A-TEAM"

CROSS SECTION OF MR. T'S MOHAWK HAIRCUT TODAY... AND AS A BABY

10
0 70989 33230

# NOW PLAYING
## At a Newsstand Near You




THIS MAD MAGAZINE IS RATED E C C H

# TALK ABOUT POP CORN!

NUMBER 242 OCTOBER 1983

# MAD

*"The trouble with doing nothing is you can't quit and rest!"*
—Alfred E. Neuman

**WILLIAM M. GAINES** *publisher* **ALBERT B. FELDSTEIN** *editor*

**LEONARD BRENNER** *art director* **TOM NOZKOWSKI** *production*
**NICK MEGLIN** *senior editor* **JOHN FICARRA** *associate editor*
**GLORIA ORLANDO, CELIA MORELLI, M. C. GAINES** *subscriptions*
**JACK ALBERT** *lawsuits* **ANNE GRIFFITHS** *logistics*
**CONTRIBUTING ARTISTS AND WRITERS**
*the usual gang of idiots*

## DEPARTMENTS

**AD NAUSEA DEPARTMENT**
An Advertiser Would Have Us Believe. . . . . 36
**BERG'S-EYE VIEW DEPARTMENT**
The Lighter Side Of . . . . . 24
**DON MARTIN DEPARTMENT**
One Fine Medieval Morning At Home . . . . . 21
One Afternoon On A Remote Jungle Island . . . . . 35
One Fine Evening During Prime Time. . . . . 48
**DOUBTS ALL, FOLKS! DEPARTMENT**
You're Never Really 100% Sure . . . . . 14
**JOKE AND DAGGER DEPARTMENT**
Spy Vs. Spy . . . . . 29
**KNOCK VERSE DEPARTMENT**
Poetic Tributes To People
Who Wouldn't Ordinarily Get Them. . . . . 32
**LETTERS DEPARTMENT**
Random Samplings Of Reader Mail . . . . . 2
**MARGINAL THINKING DEPARTMENT**
"Drawn-Out Dramas" By Aragones. . . . . **
**QUEASY DOES IT DEPARTMENT**
The MAD Gross-Out Diet. . . . . 40
**STRIP TEASE DEPARTMENT**
MAD's Do-It-Yourself "Peanuts" Comic Strip . . . . . 30
**"T" and *A* DEPARTMENT**
"The *A* Team" (A MAD TV Show Satire) . . . . . 42
**THE FARCE BE WITH YOU DEPARTMENT**
"Star Bores—Re-Hash Of The Jeti"
(A MAD Movie Satire) . . . . . 4
**TRYING TO SLIP BIAS DEPARTMENT**
How Different Publications Slant The News . . . . . 22
**TWO-BIT OPERATOR DEPARTMENT**
MAD's Video Game Arcade Owner Of The Year. . . . . 17
**WHOOPEE! CAUTION DEPARTMENT**
Warning Labels We Desperately Need . . . . . 12

**Various Places Around The Magazine

**MAD** (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 10 issues $9.75. Outside U.S.A.: 10 issues $11.25. Entire contents copyright © 1983 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a concidence. Printed in U.S.A.

## VITAL FEATURES

"STAR BORES —RE-HASH OF THE JETI" (A MAD Movie Satire) Pg. 4

YOU'RE NEVER REALLY 100% SURE... Pg. 14

MAD'S VIDEO GAME ARCADE OWNER OF THE YEAR Pg. 17

AN ADVERTISER WOULD HAVE US BELIEVE... Pg. 36

THE MAD GROSS -OUT DIET Pg. 40

"THE *A* TEAM" (A MAD TV Show Satire) Pg. 42

# WHY KILL YOURSELF?

JUST BECAUSE YOU MISSED THE LAST ISSUES AT THE NEWSSTAND?

SUBSCRIBE TO

MAD

AND HAVE IT MAILED TO YOUR HOME!

----------use coupon or duplicate ------

MAD

485 MADison Avenue
New York, N.Y. 10022

I enclose $9.75*. Enter my name on your subscription list, and mail me the next 10 issues of MAD Magazine.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

*In Canada, $11.25 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Canada, $11.25, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 12 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!



# NOT ONE LEFT!!

Sad, but true! Not even one of these full color portraits of MAD's "What—Me Worry?" kid, Alfred E. Neuman—suitable for framing or for training puppies—left their piled-high shelf in our stockroom after last issue's clever ad! Maybe we'll move a few of 'em with this one! C'mon, gang! Mail 60¢ for one, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022

## LETTERS DEPT.

### "TOOTSIE"

I would really like to know why you excluded Charles Durning from your "Tootsie Role" satire. He was definitely one of the funniest characters in the movie. I wonder if Larry Siegel and I both saw the same film?

Chris Manson
Florence, AL

**The reason Charles Durning did not appear in "Tootsie Role" is because he was busy on location filming a new movie when the MAD satire was drawn. As for whether or not you and Larry Siegel saw the same film, Larry says he was at the 6:15 showing and he doesn't remember seeing you there.—Ed.**

### "GIMME A BREAK"

I happen to be a fan of "Gimme A Break." I don't appreciate your putting down this great comedy show. If you're gonna make fun of a show, make fun of "Leave It To Beaver" or something like that.

Dwayne Todd
Dayton, Ohio

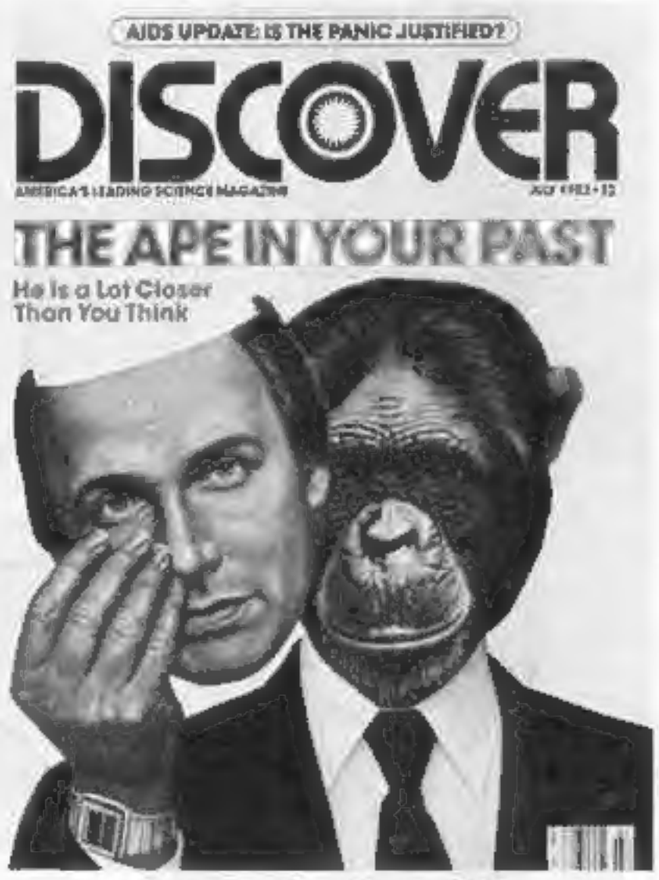
Why don't you give everybody a break!?! Don't waste your paper and our money by making fun of exceedingly mind-eroding, moronic sit-coms that no one watches anyway! (No one, that is, except your "usual gang of idiots" who are beyond hope!)

Pat Cunningham
Upchukonuee, FL

### RIPOFF!

I don't believe it! Now even the distinguished "Discover" magazine has to dig up old MAD Magazines for cover ideas! Take a look at the July 1983 "Discover" and then search through your files for ol' #157 of MAD (Planet Of The Apes). What a ripoff!

Tom Allnuh
Bethesda, MD


AIDS UPDATE: IS THE PANIC JUSTIFIED?
DISCOVER
AMERICA'S LEADING SCIENCE MAGAZINE
THE APE IN YOUR PAST
He Is a Lot Closer Than You Think

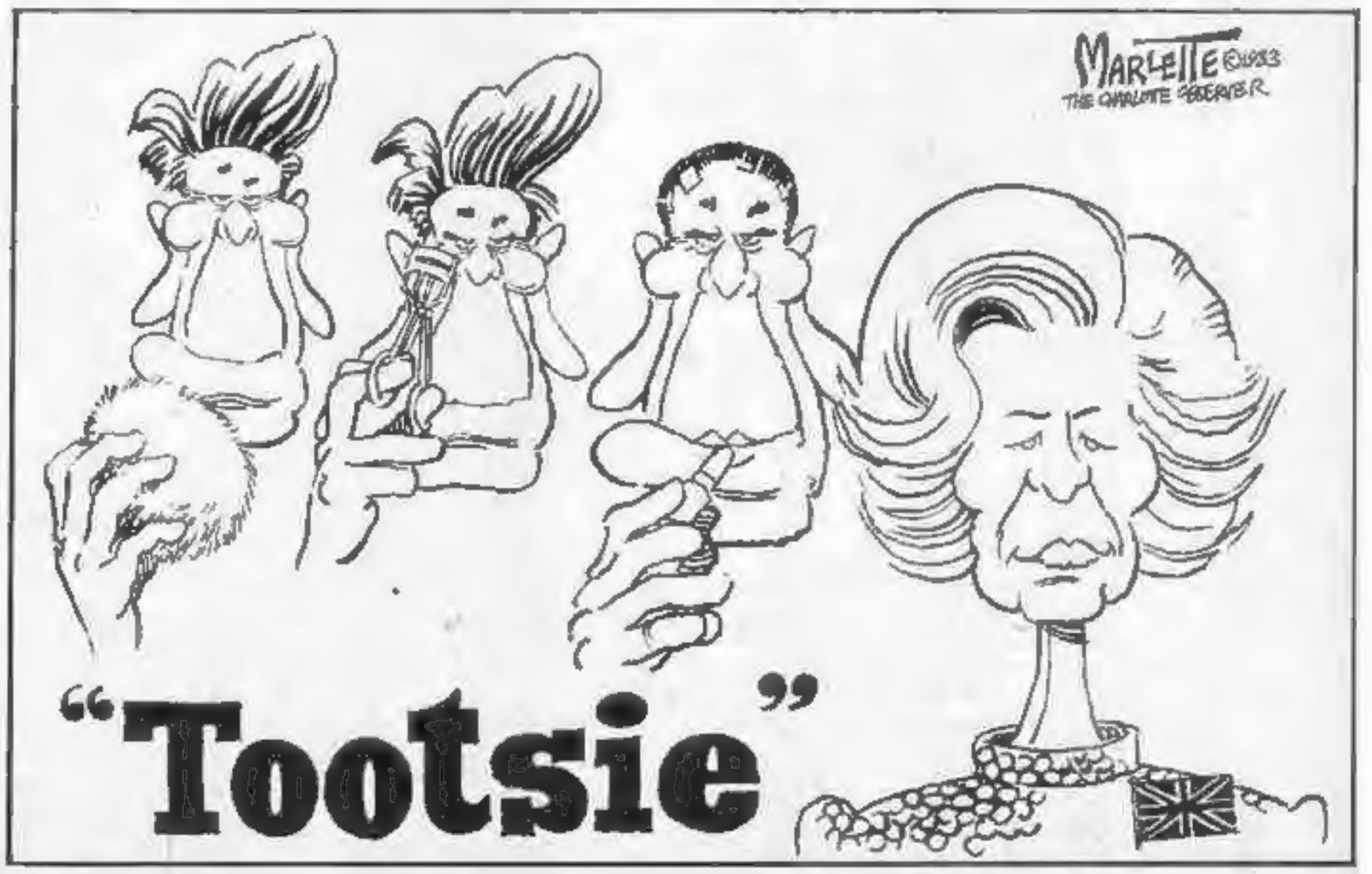
**Just A Coincidence???**

"Discover" is owned by Time Inc. (Remember the great Pac-Man cover scandal?) Need we say more?—Ed.

### RIPOFFS CONTINUED

Enclosed is a clipping from the June 15, 1983 edition of the San Diego Tribune. It looks a whole lot like the cover of MAD #240 (On sale May 12th!)

Freda Phalan
San Diego, CA



### MAD E.S.P.

I believe I have found out where CBS gets ideas for their shows. I quote the April 10-April 16 issue of Time Inc.'s new magazine "TV-Cable Week", page 4. "CBS, concerned about the show's sagging ratings, recently came up with a plan to reunite the couple for an hour-long episode next Christmas. In an update of 'A Christmas Carol', Archie would be visited by the ghosts of Christmas past, present and future, all played by Jean Stapleton, returning to her role as Edith." Hmmm. This sounds very much like the satire in MAD's January 1982 issue, "Starchie Bonker's Place" or "A Christmas Carol O'Connor". Either MAD E.S.P. has done it again, or the people who program such hits as "Tucker's Witch" and "Zorro and Son" are now so desperate that they're swiping from MAD!

Roy Kassinger
Clark, NJ

### MORE MAD E.S.P.?

More MAD E.S.P.? In your satire, "Give Us A Break", you had Don Rickles appear at the end to trade barbs with Nell and to complain that he hasn't done much TV work lately. So what happens? No sooner do I put down my copy of MAD then I see Rickles making a guest appearance on the real "Gimme A Break" and then showing up on "The Tonight Show" to complain that he hadn't been on that show in over two years! Does this qualify as double MAD E.S.P.???

Vivienne Gold
New York, NY

### OSBOURNE AGAIN

Ozzy Osbourne is a bat-biting, midget-hanging, goat-murdering, puppy-killer fungus face. It served him right when he got rabies from that bat. To keep Ozzy under control, why don't someone give him a chew toy or throw him some raw meat.

Crystal Reynolds
Port Orchards, WA

**The Osbourne Score Board this month: 53 pro Ozzy, 2 against. But, of course, very few bats and hung midgets can write.—Ed.**

**Please Address All Correspondence To:**
**MAD, Dept. 242, 485 MADison Avenue**
**New York, New York 10022**

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed stamped envelope!


# LOOK...! DOWN IN THE SKY...!

# IT'S A BIRD
**BRAINED IDEA!**
# IT'S A PLAIN
**AWFUL IDEA!**
# IT'S STUPID, MAN!

**BUT WHAT CAN YOU EXPECT FROM MAD'S MILD-MANNERED MADDEST ARTIST?**

**On Sale Now At Your Favorite Bookstand, Or Yours By Mail**

— — — — — — — — — — Use coupon or duplicate — — — — — — — — — —

MAD
485 MADison Avenue
New York, N.Y. 10022

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

**PLEASE SEND ME:** ☐ **CAPTAIN KLUTZ II**

**ALSO PLEASE SEND ME THESE OTHER MAD PAPERBACK BOOKS I'VE CHECKED BELOW:**

☐ **The Dirty Old MAD**
☐ Polyunsaturated **MAD**
☐ The Recycled **MAD**
☐ The Non Violent **MAD**
☐ The Rip-Off **MAD**
☐ The Token **MAD**
☐ The Pocket **MAD**
☐ The Invisible **MAD**
☐ Dr. Jekyll & Mr. **MAD**
☐ Steaming **MAD**
☐ **MAD** at You
☐ The Vintage **MAD**
☐ Hooked on **MAD**
☐ The Cuckoo **MAD**
☐ The Medicine **MAD**
☐ A **MAD** Scramble
☐ Swinging **MAD**
☐ **MAD** Overboard
☐ **MAD** Clowns Around
☐ The **MAD** Treasure Chest
☐ **MAD** Sucks
☐ Super**MAD**
☐ Abominable Snow **MAD**
☐ **MAD** About The Buoy
☐ **MAD** for Kicks
☐ The Uncensored **MAD**
☐ Pumping **MAD**
☐ **MAD** Horses Around
☐ The Eggs-Rated **MAD**

☐ A **MAD** Carnival
☐ Explosive **MAD**
☐ **MAD** Barfs
☐ Eternally **MAD**
☐ **MAD** About Town
☐ **DON MARTIN** Steps Out
☐ **DON MARTIN** Bounces Back
☐ **DON MARTIN** Drops 13 Stories
☐ **DON MARTIN's** Captain Klutz
☐ **DON MARTIN** Cooks
☐ **DON MARTIN** Comes on Strong
☐ **DON MARTIN** Carries On
☐ **DON MARTIN** Steps Further Out
☐ **DON MARTIN** Forges Ahead
☐ **DON MARTIN** Digs Deeper
☐ **DON MARTIN** Grinds Ahead
☐ **ARAGONES** "Viva **MAD**"
☐ **ARAGONES** MAD about **MAD**
☐ **ARAGONES MAD**-ly Yours
☐ **ARAGONES** in **MAD** We Trust
☐ **ARAGONES MAD** as the Devil
☐ **ARAGONES** Incurably **MAD**
☐ **ARAGONES** Shootin' **MAD**
☐ **ARAGONES MAD** Marginals
☐ **ARAGONES MAD** As a Hatter
☐ **ARAGONES MAD** Menagerie
☐ **MAD** for Better or Verse
☐ Sing Along With **MAD**

☐ **MAD** About Sports
☐ **MAD** Talking Stamps
☐ The **MAD** Jumble Book
☐ More **MAD** About Sports
☐ **MAD** Around the World
☐ **MAD** Goes Wild
☐ Get Stuffed With **MAD**
☐ **MAD** Jock Book
☐ **MAD** Word Power
☐ Politically **MAD**
☐ **MAD** Look at the Future
☐ **MAD** Book of Mysteries
☐ **MAD** Cradle to Grave Primer
☐ **MAD** Make Out Book
☐ **MAD** Clobbers the Classics
☐ **MAD** Book of Revenge
☐ **MAD** Guide to Careers
☐ **MAD** Survival Handbook
☐ **MAD's** Fast Living
☐ History Gone **MAD**
☐ The **MAD** Worry Book
☐ **MAD** Weirdo Watchers Guide
☐ **MAD** Stew
☐ The Sound of **MAD**
☐ **EDWING** Bizarre Bazaar
☐ **EDWING** Book of Almost Superheroes
☐ Clod's Letters to **MAD**
☐ **PORGES** How Not To Do It
☐ **COKER MAD** Pet Book

Allow **10 weeks** for delivery.
Outside the U.S.A., **add 15% extra.**

**I ENCLOSE $1.75 FOR EACH**
**(Minimum Order: $5.25)**

We cannot be responsible for cash lost or stolen in the **Mails. Check or Money Order Preferred!**

THE FARCE BE WITH YOU DEPT.

Hi! I'm **Princess Laidup!** Note that I'm wearing **less clothes** in this movie than before! That's 'cause my **Figure's improved!** Unfortuntely, my **acting HASN'T!**

I'm **Ham Yoyo!** And this is my good friend, **Chewbacco!**

Arg! Arg! **Arrrgghh!**

But it **does** make me **jealous** that he gets the **best lines** in the movie!!

Hello! I am **Dart Zader!** My big kick in life is to **threaten** and **scare** people! I got my training working for the **I.R.S.!**

I'm **Landough!** I'm **proud** to be in a movie that gives work to **minorities!** No, I'm **not talking** about **Blacks!** I'm talking about **Ewoks, Chirpas, Jubbas** and **Freens!**

I'm **Cree-pio!** I think I've **had it** after this movie... unless they want me as **The Tin Man** in a remake of **"The Wizard of Oz"!**

I'm **Lube Skystalker!** In this movie, I **find out** who **my Father** is...!

And **after** this movie, I sure hope your **REAL Father** has a **good business** you can go into!!

PAC-MAN IS TAR

I'm **Bar-Stool!** I've already had an **offer** that'll keep me busy **24 hours a day!** I'm going to be a **garbage can!**

MAY THE DWARFS BE WITH YOU

MARK DRUCKER

STAR BORES

# RE-HASH OF THE JETI

How nice to see you, Your Royal Hardhat! You're looking just wonderful! Have you been vacationing out in the sun?
Knock off the small talk! Work on this new Battle Star has not been going fast enough!
But we're already working 14 hours a day!!
Well, then... just double your efforts!
You mean, work 28 hours a day?!
Listen, I'm a sadist, not a mathematician!
This door-knocker makes a strange sound! It goes "Ouch!"
That's 'cause I'm not a door-knocker, Bronze Brain! You're rapping me in the eye!! What do you want??
We've come to see Chubby The Fatt! We have a holograph message for him!
Oh! Er... when will he be finished eating?!?
Well, he's busy eating!!
Around JUNE!
MAY THE HORSE BE WITH YOU.
FOOD DELIVERIES FOR 'CHUBBY THE FATT' ARE ACCEPTED AT 1,3,5,7,9 AND 11 O'CLOCK ALSO AT 2,4,6,8,10 AND 12 O'CLOCK ..... AND AT OTHER TIMES BY APPOINTMENT.

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

Greetings, Your Royal Fatness! I was going to send you a Telegram, but instead... so you can see me ...I'm sending this Hologram!
Well... now that I've seen you, I would've preferred a Candy-gram!
I've come here to bargain for Ham Solo's life! But I didn't come here empty-handed! I have a SURPRISE GIFT for you! The TWO DROIDS that brought this message are the gift! The fact that they DON'T KNOW they're the gift is the surprise!
I won't give him up! I like looking at him there ...frozen, unfeeling, lifeless... exactly the way he was BEFORE they carbonized him!
I'm here to free you, Ham Yoho! But I've got to admit... you're some remarkable man! Answer me one question! How... if you've been frozen for two and a half years... were you able to make "Raiders Of The Lost Ark" and "Bladerunner"...?
Oh, wow! Morning breath is bad enough!! But after 900 MORNINGS... yecccch!!
LIGHT AND VERY LIVELY
MAY THE

**Chewbacco?!** Is it **you?** I still can't **see**, but the **smell** is **unmistakable!!**

Arg! **Arg! Arrg!**

Hey, **I'm** just as excited to see **YOU,** Chewbacco ...but you don't see **ME** using **YOUR leg** as a **fire hydrant!!**

I've come here **in person** to take **Capt. Yoyo** and my **other** friends **away!** What do you say to **that...?!?**

The **trap door** under your **feet** will **open**...and you will **die!**

**Gee!** And I thought **all fat people** were supposed to be **jolly!!**

**Fighting** this ugly monster is **BAD ENOUGH!!** But what makes it even **worse** is: He's **not HOUSEBROKEN!!**

GLITCH!

You **killed** our **pet!!**

**That thing** was your **PET...?!**

Yes, and we just spent a **fortune** to buy a **pooper scooper** for him!

ROVER

For killing our Headquarters' mascot, you will **all die!** All except for the **broad**... who will wear a **leash** and be my **"Playmate of the Month"!** The **rest** of you will be taken to the **Dune Sea,** where you will be thrown into the **Pit of the Gee-Spot,** the resting place of **Karnac!** There you will stay in his **stomach** for **one hundred years!**

**Wow!** Just like when you **eat** a **bagel!**

CHUBBY THE FAT THE HUGH HEFNER OF OUTER SPACE

What a **desolate area** this is...!

It may not **look** like much, but we are the galaxy's **largest exporter** of **"beaches"!**

Now, Chubby The Fatt **hopes** that you will all die **bravely**...but if anyone **wishes,** he or she may **beg for mercy!**

You **tell** that **slimy pile of fly-strewn dung** that **none** of my friends will beg for mercy! As for **ME**...you tell that **loveable old Santa Claus** that **I'm**...

ONE WAY

**Quick!** Hand me my **light saber...!!**

**What flavor!** Lemon or lime?

My **LIGHT SABER... not** my **"Life Saver"!**

Is it **my imagination** ...or is your light saber much **brighter** and **more powerful** in this movie...??

It **is!** That's because I switched to **"Duracells"!**

**Life Savers! Duracells!** When they said that this movie was going to be a **"COMMERCIAL VENTURE,"** they **weren't kidding!!**

**Look...!** Our desert monster is **letting them get away!!** What did they **DO** to it?!

They threw a case of **"Preparation-H"** into the hole...!

**ANOTHER plug!?** I'm amazed that someone hasn't called **ME** a tub of **"JELLO"** yet!

MAY THE FLOSS BE WITH YOU

**Strong** I am with the **Force,** Lube, but **rest me** soon **forever...!**

Yodel, you seem to be talking a little **backward!**

What the hell **want you** from a man who is **years old 900?!?** English **perfect?!?**

I've **come back** for the rest of my **training!**

Then I'm a **Jeti Master?!**

**Finished** is your training! **Diploma I sent** you! But perhaps **lost it** the **Post Office!**

**No! Yet not!** First... **confront Dart Zader** you must! Then, a **date** for the **Jeti Graduation Prom** you **must get! THEN,** all finished you will be!

Yodel, is **Dart Zader** my **Father?**

Let me **this way** put it! **One** of your Parents he **is!** And your **Mother** he's **not!**

*Cough! Gag!!* Also, **dying I am!**

MAY THE BOSS BE WITH YOU

Yodel **died**...and he **just DIS-APPEARED!!** What a great way to **save** on **Funeral Expenses!!**

MAY THE LOSS BE WITH YOU

I can't go on!!

**Oldie Van Moldie!** You didn't tell me the **TRUTH** about my **Father...!**

Yodel will be with you always!!

**Okay!!** So the **Boogeyman DIDN'T take him away!!** Remember, Lube, the last time you **asked** me about your Father, you were **five years old!!**

Yodel spoke of **ANOTHER** who is with the Force!

The **other** he spoke of is your **Sister!!**

My **SISTER?!** You mean, **LAIDUP?!?**

Your **inner self** serves you **well!**

My **inner self** ...and also the fact that she's the **only girl** in all these "Star Bores" movies!

This is the **perfect time** to **attack** the **Death Star!** The **weapon system** is **non-operational,** the **Emperor himself** is **aboard,** and we haven't **wrecked anything** in almost **seven minutes!**

MAY REMORSE BE WITH YOU.

Now, what we'll **use** is the **same top secret "Attack Plan"** we used in the **other** "Star Bores" movies! **Okay, audience... all together now!!**

**THE CRUISERS WILL CREATE A DIVERSION, WHILE THE FIGHTERS FLY DIRECTLY INTO THE POWER CENTER AND KNOCK OUT THE MAIN REACTOR!!**

We've stolen this **small imperial shuttle,** and disguised it as a **Taxi Cab!** When they see our **Off Duty** sign, they'll let us **land** and we can **deactivate** the **Death Star shield generator!**

What is your **cargo** and your **mission?**

Our **cargo** is **empty buckets!** Our **mission** is to collect **sap** from the **forest moon trees** for the new **Inter-Galactic House of Pancakes!**

You are **cleared!** On your way **back,** bring us a stack of **Buckwheats!**

BRUCE... BRUCE...

WHERE ARE YOU, BRUCE?

POPCORN

IS THERE LIFE AFTER DARTH?

**Wow!** Look at this **Trooper's Rider!** Boy, it must go **fast!!**

**How** fast can it **go!?** It **doesn't have** any **WHEELS!!**

**Oh-oh!** They've **spotted us!** We'd better take a **DEMONSTRATION RIDE!**

**One** thing's sure! At least we won't have to worry about getting a **flat tire!!**

Let's make some **fast maneuvers,** and force them to **crash** into the **trees!**

That should **STUMP them,** but **good!**

This **BARK** is **worse** than its **BITE!**

I've heard of going back to my **ROOTS,** but **this** is **really ridiculous!!**

**Oh-oh!** I think I turned over a **new leaf!**

Looks like the **OAK's** on **them!!**

That's the **first** time in my life I've seen **sap** going **INTO** a **tree!!**

What **cute little people!** Who **are** you??

We're the **"Earwaks"!** We've come to **save YOU—** and **all the DOLL MANUFACTURERS** who've been **stuck** with **Yodel** and **Dart Zader toys!** We're the **"new generation"** of **"Star Bores" merchandising!!**

**Here...!** Would you like something to **eat?!?** They're **"Reese's Pieces"...the candy** of **outer space creatures!**

BODY BY FISHER

MAY ENDORSE BE WITH YOU

They're **going** to have **us** for **dinner!!**

That's **very friendly...** considering we've **just met them!**

I **think** you're **missing** the **point!** But you'll **get it** when they put you on a **spit** before they **cook you!!**

**Ungawah!!** Somebody steal **old "Tarzan" set** for this scene!!

I'm using my **Jeti powers** to **float** Creepio **over** the **crowd** !

They'll **think** he's a **GOD** . and **let us go!!**

Of course, if I **REALLY knew how** to use my powers **fully**, we would **never** have **been** in this jam in the **first** place!

I'm glad you're **safe**, Laidup! I've got **news** for you! I just discovered that **Dart Zader** is **my Father**, and **you're** my **twin Sister**, and **Creepio** is my **twin Brother**, and **Chewbacco** is my **Dog**, and **Barstool** is my **old Hoover Vacuum Cleaner**, and—

**Gee**, is this **"Star Bores"** . or **"All my Children"?!**

Now I must **go** and **confront Dart Zader!** He may seem **all bad**, but I **firmly believe** that in **every bad**, there's **some good!** And in **every darkness**, there's **some light!** And in **every evil act**, there's **some regret—**

...and in **every long speech**, there's [redacted] **boredom!** So **GO!!**

**Hi, Dad!!** Yes, **I KNOW** you're my Father! I've come to **bring you back** to the **good side! I refuse** to **abandon** you to the **dark side** —because I **love** you! And if it means **losing my life**, so be it!

That's **some talk**— coming from a Son who **never phoned** or **dropped me a line** in over **ten light years!!**

**Welcome**, Lube Skystalker! I've been **expecting** you! **In time** you will call me **"Master"!**

I'll probably call you a **lot** of things, but **"Master"** won't be **one** of them!!

If you think your **friends** will save you, you are **mistaken!** The battle is **under way**, and they're being **soundly defeated!** Look out that **port** and **see for yourself!** And if you want a **closer view**, put a **quarter** in the **telescope!**

Good! **Good!** The **hate** is **swelling** in you! **Give in** to your anger, Lube! Soon, you will **do my bidding!** Soon, you will **be my servant...!!**

**No! NO!** I will **NEVER** be your servant!

**However** how about I make you some **lunch??**

...Or perhaps you'd like me to **dust** the **furniture**... or **wax** the **floors**... or **brush** your **robe**... or **shine** your **shoes?**

**Come**, Lube. **fight** for your **life...!!**

You **didn't** kill me the **last** time we battled! **Why** would you want to kill me **NOW?!**

Because **last** time, the **good side** of my **evil side** was the **stronger side!** But **this** time, the **evil side** of my **good side** is the **much stronger side!**

And **now**, it's **really hard** to tell **WHICH side** you're **on!!**

MAY BLUE CROSS BE WITH YOU

WAK!

**Good work,** Lube! Your **Father** was my **"right hand man"**... but **now,** thanks to **you,** he **has no right hand!** So **you** can now take **his place** at **my side**...!

I would rather **DIE first!!**

Normally **I don't DO** requests, but **okay!**

**Help! HELP! OWW! OOH!!**

I m giving you a **billion volts,** Lube. And if **this** doesn't kill you, your **electric bill WILL!!**

You **saved my life,** Father! You threw the **Emperor** down the **shaft!** Is that because of your **GOOD SIDE?!?**

**No,** Lube, that's because of my **BAD EYESIGHT!** I **thought** I was throwing **YOU** down the shaft!

A LONG VADER GO

Boy, I sure am glad we found this **secret entrance** to the **shield generator** bunker!

SECRET ENTRANCE TO SHIELD GENERATOR BUNKER

ADMISSION

| ADULTS | CHILDREN | REBELS |
|---|---|---|
| $5.00 | $2.00 | $25.00 |

SECRET ENTRANCE T-SHIRTS $7.00

SECRET ENTRANCE POST CARDS 50¢

**Barstool** was decoding the **combination** to this **special lock** when he was **injured** by **enemy fire!** He got a couple of his **attachments** blown off! But **lucky** for **us,** they left **a spare key** under the **doormat!**

Those things **look familiar,** huh, Lube?

They **should!** Remember the **four-legged machines** in **"The Empire Strikes Back"?** They were **cut in half** for **this** movie!

Well, they sure are **unbelievable!**

Because they're so—so **AWESOME?**

No, because they're **two million dollars** of **high technology** that can be **tripped up** and **destroyed** with a **few heavy logs!!**

CLOSED SEE NEXT DOOR

Hah! The **Emperor** thinks that this little band of **rebels** attempting to destroy his **Death Star** is nothing more than a "**Mickey Mouse Operation**"! Well, he s **WRONG**, isn't he, gang?!

**Holy Cosmos!** The Death Star is **FULLY OPERATIONAL!** How cou d they have gotten t **ready** on such **short notice?!**

**Obviously,** they used **NON-UNION labor!**

Thanks for helping me take my **mask** off, Lube!

No problem! I'm just —*ulp*—glad I got **all my looks** from **MOM's side** of the family!

**Wow!** This battle's got **everything** but the **kitchen sink!**

**Don't** look **now,** Buddy... but you **spoke too soon!** Only **don't worry!** The **sink's** on **our side!**

It's just **one more special effect** . .designed to send the Emperor's evil Death Star **down the drain...**

...along with all the **cutesy dialogue** in this movie...!!

PLANE NONSENSE

HELP!

There goes the **Death Star!** But **where's Lube?**

**Don't** worry! I'm **sure** he s **safe!** And when he **comes back,** I won't stand **between** you two!

Yoyo, you **yo-yo!** I **love** Lube as a **Brother,** because he **IS** my Brother!

Then, **you** and **I** can **get married?**

I m **not sure!** I **think** you re my **Uncle!!**

Wasn't it **lucky** that **Laidup** and **Yoyo** were only **Second Cousins** and could **get married?!**

Yeah, **great!** But what a **strange wedding** th s is! I've **never USHERED** at a **wedding** where the **guests** were **divided** into **THREE groups**

The **BRIDE's side** of the fam ly . the **GROOM's side** of the family and the **DEAD side** of the family!!

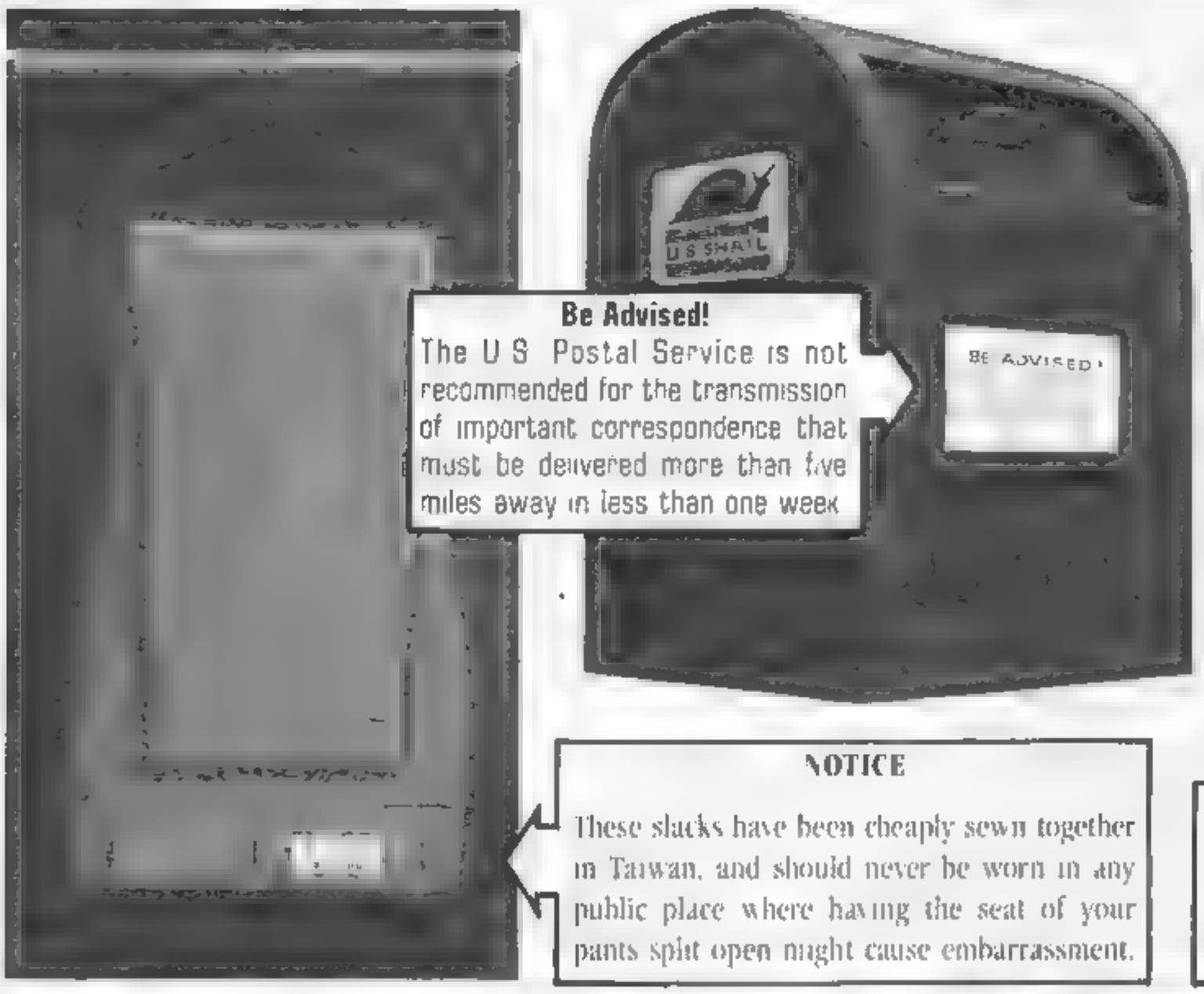
MAY DIVORCE BE WITH YOU!

WHOOPEE! CAUTION DEPT.

Recently, the government began requiring warning labels on certain products considered to be dangerous to our health, our wallets or our sensibilities. The first to appear were those chilling notices on cigarette packs telling us that smoking can kill us. Since then, these labels have ranged from meaningless ("Warning! This medication contains bio-

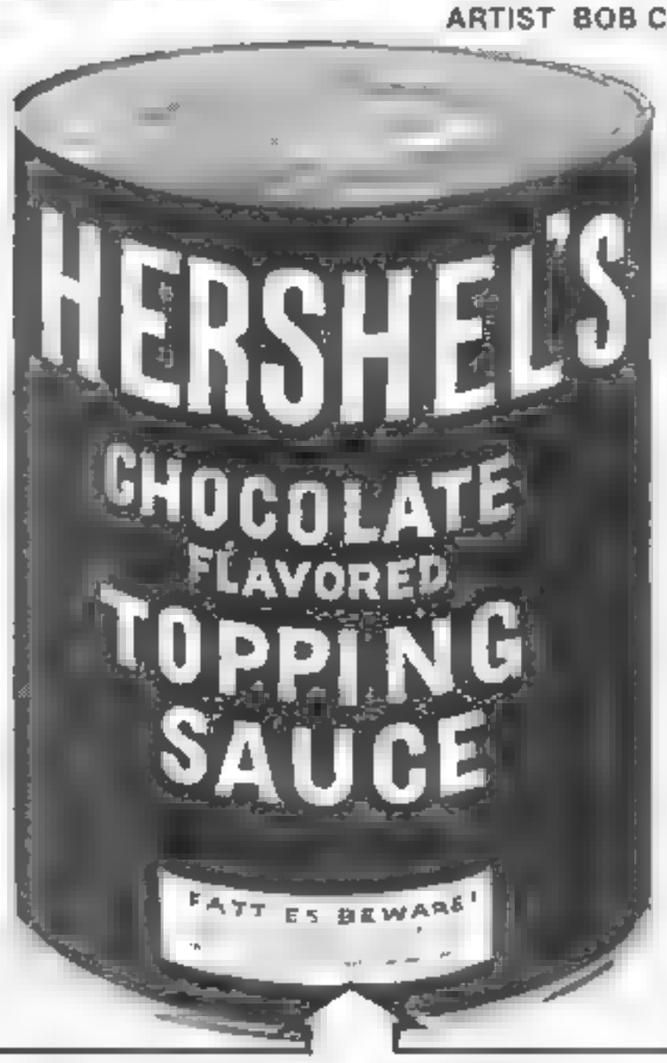
# WARNING LABELS W

ARTIST BOB CLARKE




**Be Advised!**

The U S Postal Service is not recommended for the transmission of important correspondence that must be delivered more than five miles away in less than one week




***FATTIES BEWARE!***

**Each glob of this sauce contains enough calories to add three full pounds to some portion of your widening body where you least want it to settle.**

**NOTICE**

These slacks have been cheaply sewn together in Taiwan, and should never be worn in any public place where having the seat of your pants split open might cause embarrassment.









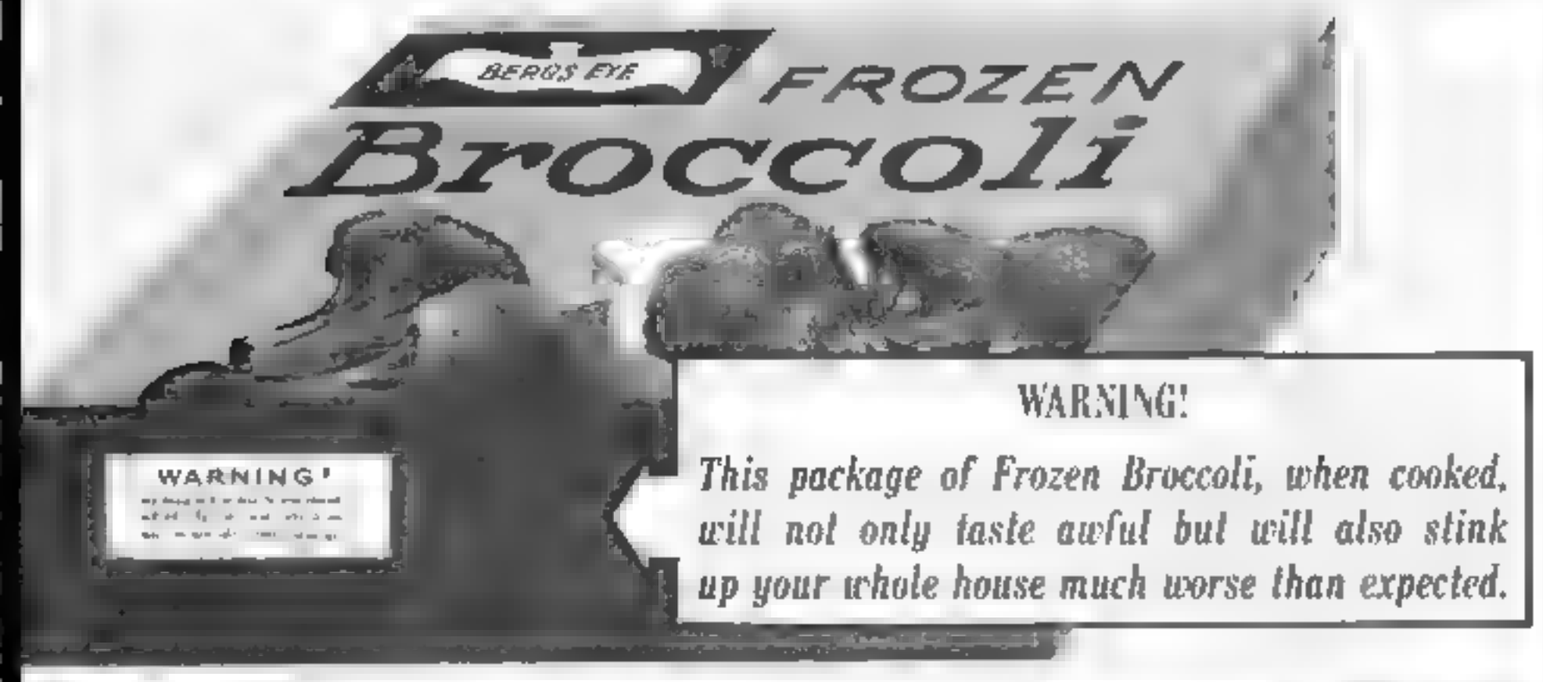
**CAUTION!**

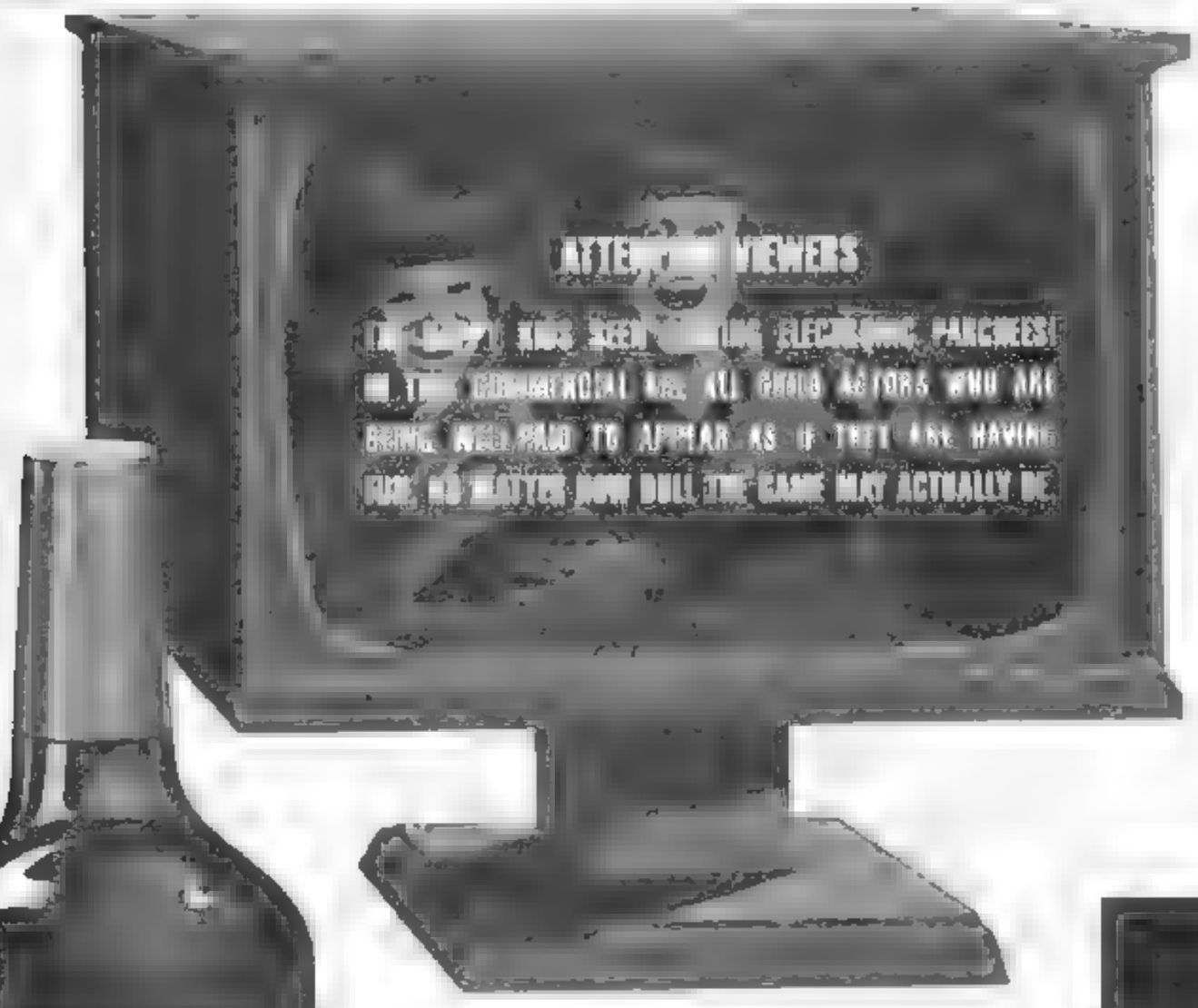
**Prospective puppy buyers should be aware that young dogs require training, which includes the blotting and picking up of disgusting stuff from your brand new carpets, and that grown dogs (which your puppy will hopefully be someday) require walking in all kinds of bad weather at least twice a day for their complete 12-to-15 year lifespan. So think it over.**

sulfuric enzymes.") to ridiculous ("Note: The EPA mileage rating for this car is not what you can expect from normal driving.") Despite this flood of questionable labels, MAD feels there are still many unregulated items that consumers should be cautioned about. Frankly, we won't consider ourselves protected until they pass laws requiring these

# E DESPERATELY NEED

WRITER, TOM KOCH


BERGS EYE
FROZEN
Broccoli
WARNING!
WARNING!
This package of Frozen Broccoli, when cooked, will not only taste awful but will also stink up your whole house much worse than expected.

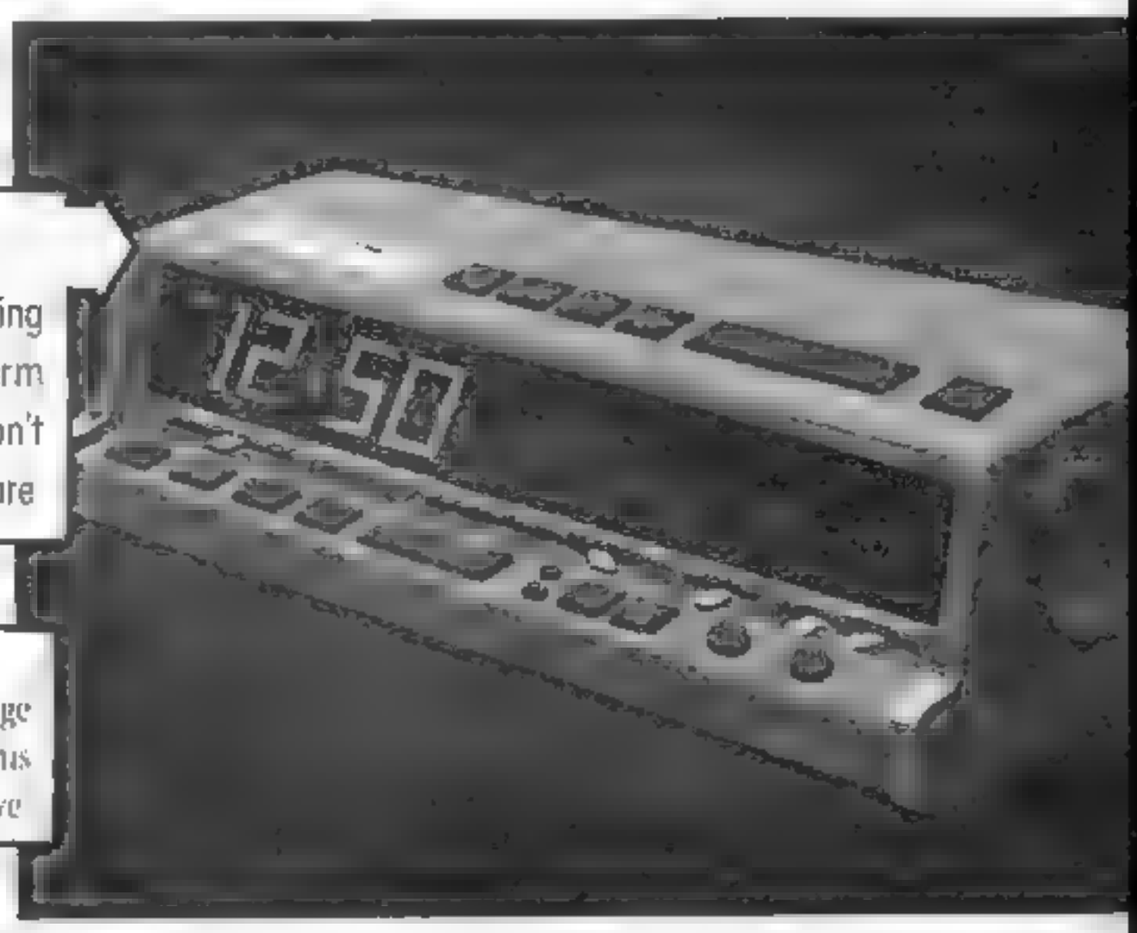


## TAKE HEED!

This book contains much tamer sexy parts than the cover illustration would lead you to believe, and it certainly isn't lewd enough for the dedicated porno fancier who wants something really raunchy.

## TAKE CARE!

You need a Master's Degree in Computer Engineering to fully understand all the buttons on this alarm clock to get it to function properly so you won't oversleep and lose your job and end up on welfare




## FINAL WARNING!

Excessive boozing has been found to cause brain damage and liver rot. Therefore, if you plan to consume this product, the Surgeon General says to tell you goodbye

DOUBTS ALL, FOLKS! DEPT.

Ben Franklin once said, "There are two things in life that are certain: death and taxes!" Which may be true... but it got us to thinking about how many UN-

# A MAD GUIDE TO SOME OF LIFE'S ANNO

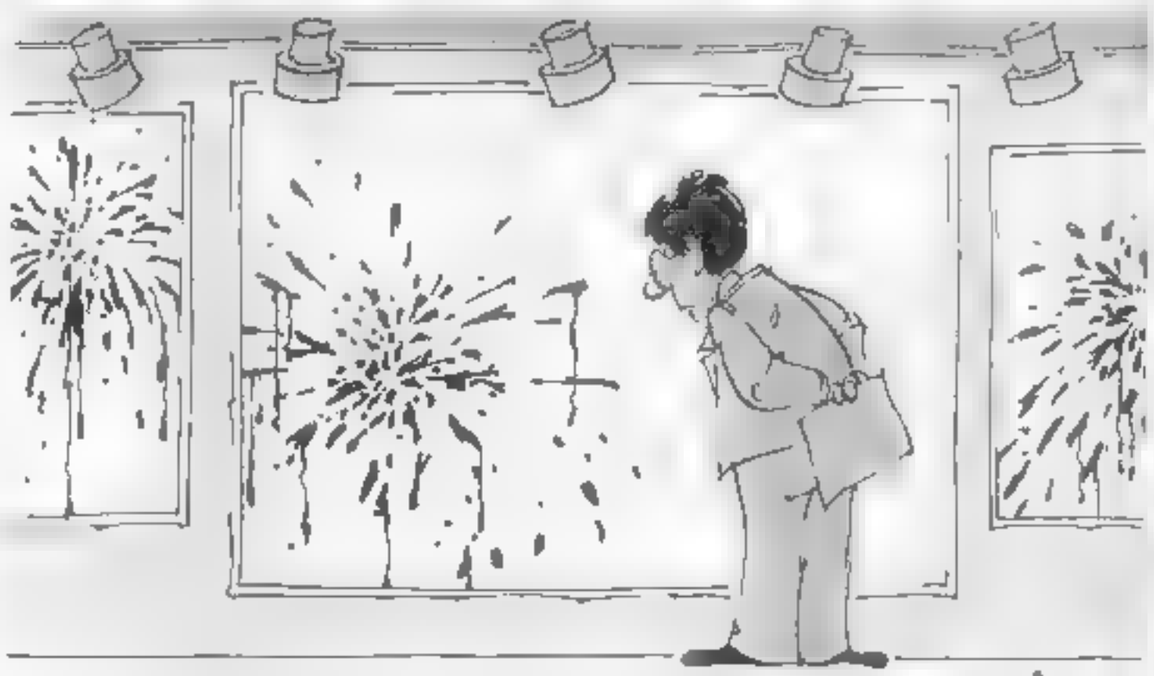
# YOU'RE NEVER RE

ARTIST: PAUL COKER

...that those anti-shoplifting sensors aren't slowly doing something horrible to your insides every time you walk through them!

...what exactly is on a movie theater's floor that's making your feet stick to it!

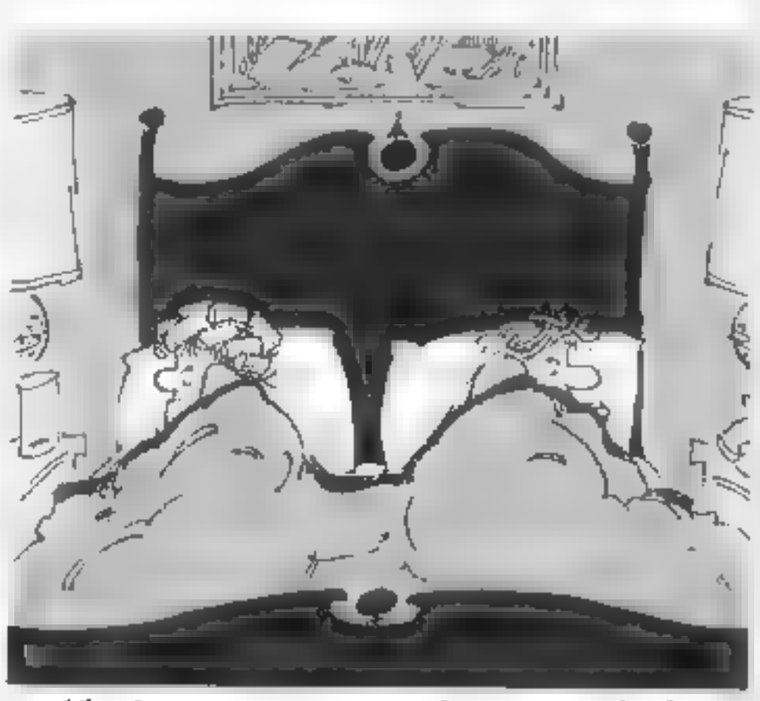
...if it was absolutely necessary for you to go through six agonizing weeks of root canal work!



...if abstract art is a big intellectual put-on, or if you're just stupid, and missing the point!

...if your TV Guide has the correct guests listed for the "Tonight Show"!

...if your Union is killing you or saving you when it calls a strike!



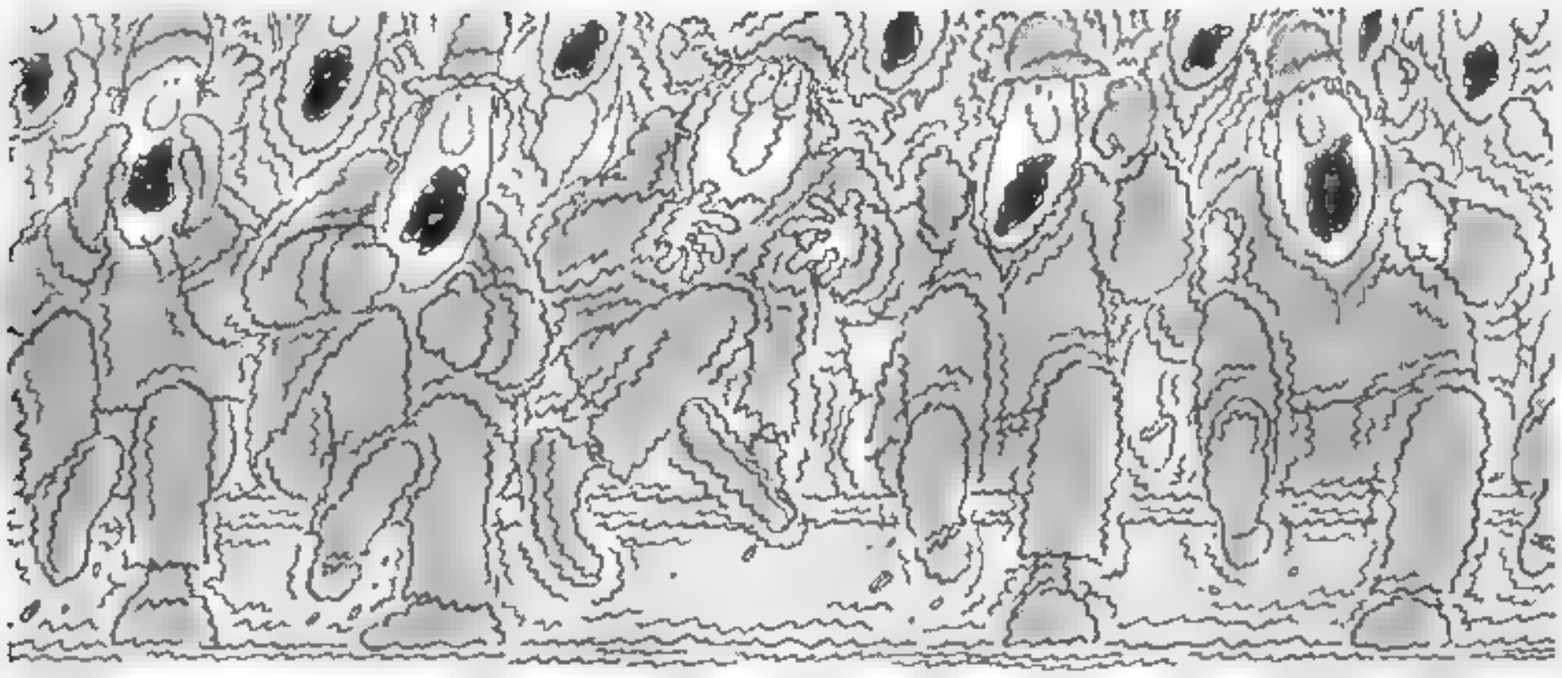
...if the person you're married to hasn't cheated on you at least once!

certain things there are in life... things that we're never 100% sure about!
And boy, are there plenty! Here is just a sampling...as we now bring you...

## YING LITTLE UNCERTAINTIES...OR...

# ALLY 100% SURE...

WRITER, JOHN FICARRA



**...if engineers took into account that 70,000 crazed fans might be stomping their feet simultaneously when they designed the football stadium you're in!**

**...who the New York Yankees manager is at any given moment!**

**...what every morsel on your Chinese dinner plate is exactly!**

**...if the person you meet in a bar means it when he or she says, "I'll call you!"!**

**...if you dialed the right number when you call...and get no answer!**

**...if the electronic marvel you're buying today isn't going to be technically obsolete tomorrow!**

**...if that big, barking, ferocious-looking dog "just wants to play" like its owner says it does!**

# YOU'RE NEVER REALLY 100% SURE...

...if the batteries in your flashlight will still be good when the time comes that you suddenly need it!

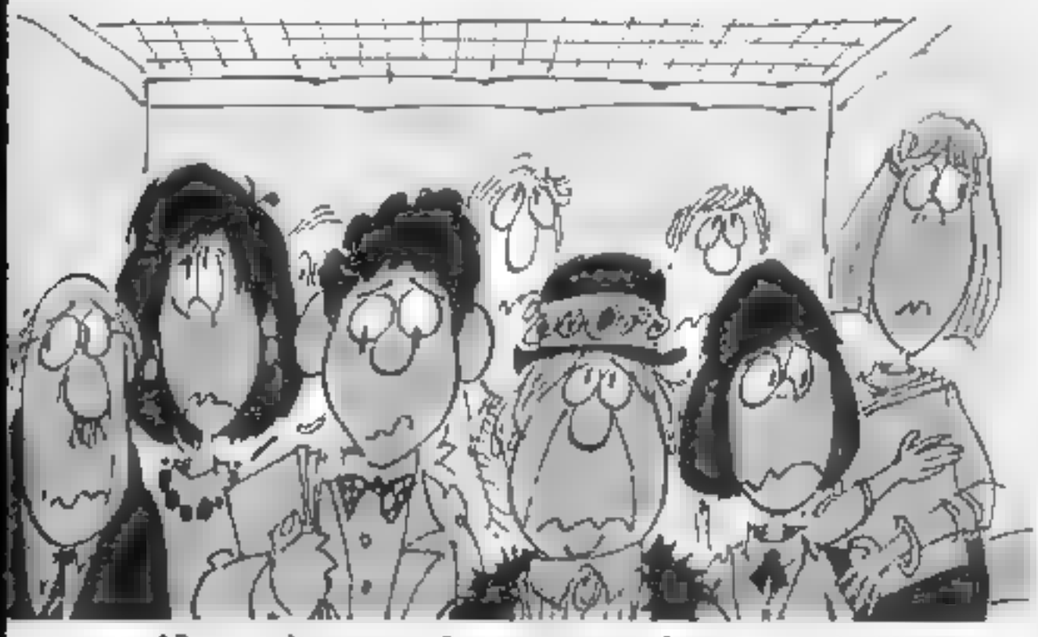
...that there isn't one small piece of Skylab still falling to Earth...with your name on it!

...what exactly is in that greenish Tupperware on the bottom back shelf of your refrigerator!

...whether it's your TV set or the TV Station's fault during those first seconds when your screen goes blank!

...if the salesman would have shaved another $100 off the price of your car if only you'd held out just a bit longer!

...if a gas station pump is calibrated accurately...or it's a few pennies over a gallon!



...if an elevator is supposed to creak like it just did... or if the cable is about to snap!

...if it's actually impossible for the guy's toilet flush upstairs to somehow manage to come out your kitchen faucet!

TWO BIT OPERATOR DEPT.

Hi! I'm **Clint Westwood,** and I make a **million bucks a picture!** I used to think that was **easy money** until I discovered someone who **really** makes a fistful of dollars! So let's step into the ***Milky Way Arcade*** and meet Philo Starbuck...

# MAD'S VIDEO GAME ARCADE OWNER OF THE YEAR

Mr. Starbuck, it's been said that you are a **money-hungry operator** who's **getting rich** at the expense of **kids!**

That **may be true,** Clint, but at least **my Arcade** keeps the kids **off the streets,** away from **crime** and **violence!**

I just saw **two teenage punks** shaking down a **little kid** for his **last quarter!**

I'll have them **thrown out!** I don't **allow** such behavior here!

They're **using** the **money** they took to play ***Tempest!***

On the **other** hand, **boys** will be **boys!**

SPACE INVADERS

MOUSE TRAP

QIX

PAC-MAN

BERZERK

BEDBUGS

A FISTFUL OF QUARTERS

ARTIST: ANGELO TORRES WRITER FRANK JACOBS

Tell me, **what's** your most **popular game?**

***Pac-Man!!***

That must make the manufacturer **very happy!**

It **would,** except that I buy **pirated machines** ... at **half the cost!**

But **what** if the manufacturer **finds out?!?**

Then I'll **dump** ***Pac-Man*** and bring in ***Pic-Man,*** or ***Poc-Man,*** or ***Pyc-Man*** or ***Puke Man!***

But those are **illegal imitations!** You'd be guilty of **fraud!** What would you **say** if you were hauled into **Court?**

That I **never WAS** much good at **spelling!**

ALIEN

ADENOIDS

BARF

HEY, Boss, I just checked out the **new Galaga** game we got today! It's **PERFECT!**

I was **afraid** of that! Put an **"Out Of Order"** sign on it, and we'll get it in **working order** after we **close!**

**What** will you **do?**

We'll **loosen** the **controls, shorten** the **playing time,** and have it **conk out** at **200,000!**

And **you** call that **"working order"** .?

For **MY** purposes, **you bet!**

FOR A FEW QUARTERS MORE!

You know, it's **really tough** trying to **talk** in here! It's so **noisy!**

That's because we keep all the games **turned up** to **peak volume!**

But **playing** these games requires such **concentration!** Doesn't the noise **distract** the **customers?**

Let me **think** about that while I **turn up** the **Rock music** on the **jukebox...!**

SOLID MOLD ★ BLAGMAN FEVER ★

See that **guy** there?

You mean the **big hulk** walking around **swinging** his **elbows...?**

He s the **House Jostler!** He gets paid to **bump up** against **any player** who makes a game **last** more than **three minutes!**

And if **none** of **those** work, I use **SUZY,** here!

Boy! It looks like **SHE'd distract anyone!**

**Right!** She just **rubs up against** the **top players,** and **breathes** in their **ear!** If **SHE** fails me, then I have to take the **ULTIMATE ACTION!!**

Which is—?

I **pull** the **PLUG** on the **GAME!**

**Mr. Starbuck,** pick up the **phone!** It s your **Distributor!**

DIRTY PHIL

Look! I **don't want** your **lousy excuses!** The **machines** that you sent me were **NO GOOD!** You have to **replace** them!

Were they **damaged!**

**Much worse!** The **instructions** were **clear** and **concise!** It took my workers **HOURS** to **scrape** and **scratch** them so at least they **weren't LEGIBLE!**

PLAY EVERY WHICH WAY... BUT LOSE!

It seems that you **don't want** the customers to **understand** what they're **playing!** Is that **ethical?**

Look, kids **love** a **CHALLENGE!** Part of that challenge is **mastering** the **game rules!** I'm merely adding a **new dimension!**

01

NIXXON

Now **here's** a game with **rules** I can **live with,** called *Vleen!*

Let's see: "**Protect Vleen** from **mean Fleen Queen** by unleashing **green Gleens.** 5 million **Pleens** on your **Bleen Screen** turns the **Fleens** into **red Kreds,** unless they've **fled** or are **fed dead Smeds,** in **which case** you must activate your **Flack Stack** to **smack Zrack** whose **crack pack** will **attack** the **black Yak..."**

VLEEN

"**Killing Zrack** brings into view **Hugh II** on his **blue Gnu**... and the **game** is **through!**"

**Great game**, huh.. ?

**Who** can **tell?** Just to figure out **what's going on**, someone would have to play this game **30 times!**

Make that **50 times**, and you're in the ball park!

Your **experience** tells you this...?

My **daily take** tells me this!

Whose **photos** are up there on the wall?

The **winners** of this month's **"Video Game Championships"!** The **best players** in **town!**

You put up their pictures to **honor** them?

No, to **IDENTIFY** them— so we can **bar them** when they **come in again!** I mean, who needs some **creepo punk** tying up a **machine** for an **hour** with **one lousy quarter!**

Tell me, what's your **biggest worry** around here?

**Drugs!** See that kid with the **glazed eyes** and **stoned look!** He just shot up **$30...** and **tomorrow,** he'll **beg** or **steal another $30** and **do it again!**

**A drug habit** can **do** that!

**What drug habit!** He ▬s here for **7 hours** playing **"Warlords"!** If he spent all his cash on **DRUGS,** I'd **LOSE** the sucker!!

Say— why is that **lad** over there **so excited?**

**That happy lad** is putting his **initials** on the **screen** because he's just become **"All Time Top Scorer"!**

That must make him fee **pretty special,** huh...?

Till **tomorrow**—when we **erase** the **screen** and **another** happy lad becomes "All Time Top Scorer"!

Chief, this **troublemaker** was hassling that **kid** over there playing "Centipede"!

**GET OUT AND STAY OUT!!** We **don't want your kind** in here!

Who is he ... a **sex offender? A crazy psycho??**

No, he's the **kid's Father**... trying to make him **come home** for **dinner!** People like **him** are **bad** for **business!**

**I notice** you have a **MEN's bathroom,** but **no WOMEN's bathroom!**

That's **one** of our ways of **keeping GIRLS out!** We **don't want 'em!!**

Isn't that **discrimination?**

No, it's **GOOD BUSINESS!** Hurry up and **turn the page** and I'll tell **WHY!**

MEN

You let **BROADS** n here and before you know it, there s **mingling!** And you **know** what **obscene things** THAT cou d ead to?

Uh— you mean like **SEX?**

**Worse!!** Guys wou d be taking them to **movies** or **ice cream parlors** or **pizza joints** nstead of **spending** their money **HERE!!!**

Is this arcade part of a **giant conglomerate?**

Oh, **no,** Cint Why this s strictly a **FAMILY BUSINESS!**

And does your family **work** here **with** you?

**Sure! Big Louie** is my **cashier! Sam the Shiv cleans up!** And **Don Tortolone HIMSELF** comes n after **closing** to **count** the **day's take!**

GET CHANGE HERE

Are you saying th s place is run by the **MAFIA?!?**

**Excuse me** a second!

**Hey, Angelo!** Uncrate those hot *Defender* **machines** that just came in from **Jersey!**

And **tell Vito** to lean on that **kid** running up the **big score** on *Frogger*!!

**Now** you were **asking??**

**Uh... forget it!!**

FROGGER

I understand the **IRS** is **cracking down** on **Video Game Arcade owners** who **cheat** on **taxes by falsifying income!**

Clint, let me assure you I dec are **every dollar** I take in!!

The way kids shell out those **quarters,** that could amount to **quite a lot!!**

I didn't **say** anything about declaring every **QUARTER** I take in!

Tel me **how long** has your Video Arcade been **operating?**

We **opened** our **doors** on the **morning of May 7, 1980!**

And **when** did you start showing a **PROFIT??**

**Right after LUNCH!**

I understand that **school authorities** are **upset** because **kids CUT CLASSES** to play your video games!

From all **I'VE** seen, you're noth ing more than a **conniving hustler** who s piling up **huge profits** while **fleecing** an **unsuspecting public!!**

They're **jealous,** Clint! **Schools** teach **THEORIES! I prepare kids** for the **REALITIES OF LIFE** here!

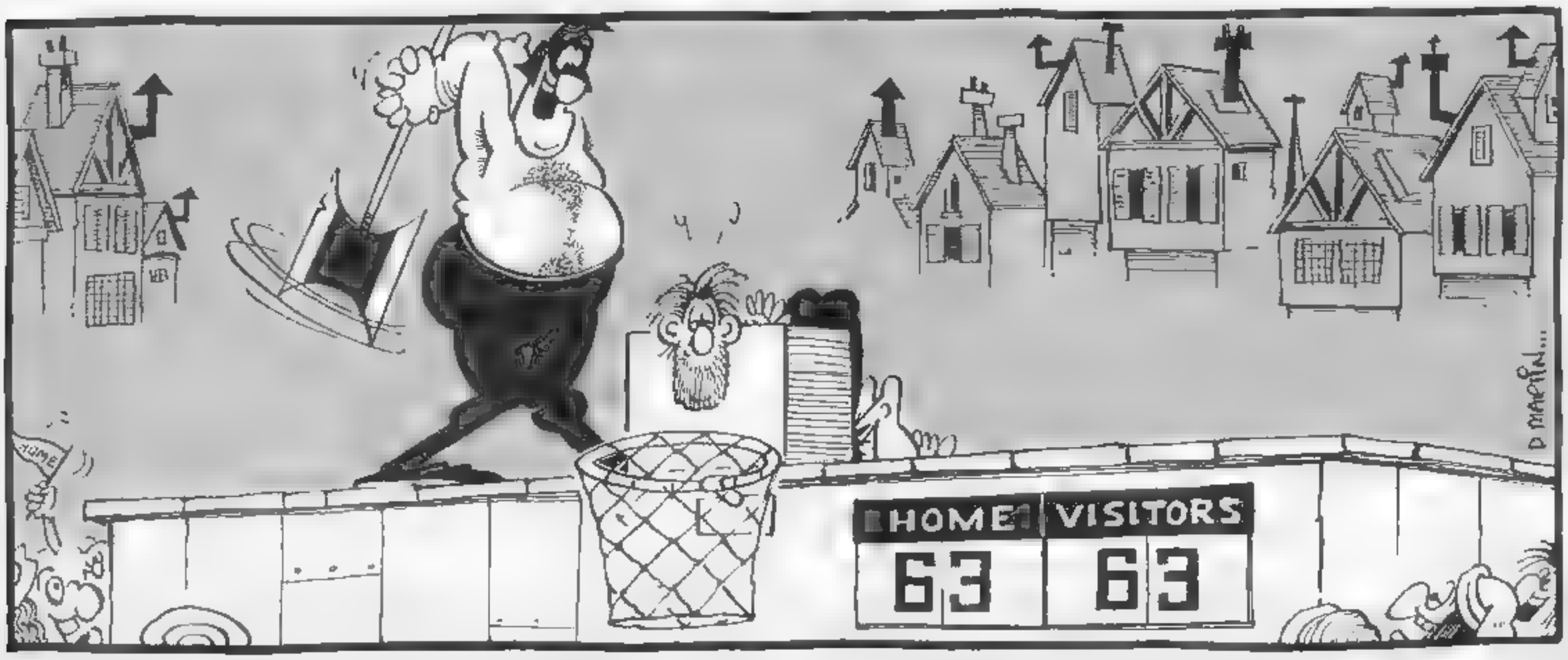
Like I **said**—I **prepare kids** for the **REALITIES of life!!**

This is **Clint Westwood,** re turning you to **MAD Magazine!**

QIX STOMP

DON MARTIN DEPT. PART I

# ONE FINE MEDIEVAL MORNING AT HOME



TRYING TO SLIP BIAS DEPT.

**This article is directed at the few people left who actually read newspapers! Be on your guard! It's a well-known fact that newspapers tend to slant the news toward their own editorial leanings. If you don't believe us, just take a look at these past headline stories which provide...**

# A SHORT HISTORY SHOWING HOW DIFFERENT PUBLICATIONS SLANT THE NEWS

ARTIST GEORGE WOODBRIDGE WRITER PAUL LAIKIN

IRISH FREE PRESS

DUBLIN, IRELAND SUNDAY, JULY 20, 1960

## GOD SAVES SENATOR KENNEDY AS CATHOLIC GIRL DROWNS

### *RELIGIOUS PAIR BELIEVED TO BE EN ROUTE TO MIDNIGHT MASS*

### Ted Prays For Nine Hours Before Leaving Scene

Accident Blamed On Faulty Bridge Built By Italian

ALL THE NEWS WE SEE FIT TO PRINT

PRAVDA

RED STAR FINAL

MOSCOW, USSR ENGLISH TRANSLATION EDITION FEBRUARY 23, 1980

## RUSSIAN HOCKEY TEAM ALLOWS U.S. TEAM TO WIN IN OLYMPIC GAMES

### CLEVER PLOY USED TO MAKE THEM FORGET INVASION OF AFGHANISTAN

Sacrifice Necessary To Ease Political Tension With West

"Now They'll Send Us Wheat," Says Premier Brezhnev

SELLING POWER TO THE PEOPLE

# CON EDISON NEWSLETTER

LET THERE BE LIGHT

NEW YORK CITY — NOVEMBER 10, 1965

## CUSTOMERS CAUSE MASSIVE BLACKOUT BY DELIBERATE ABUSE OF ELECTRIC OUTLETS

### ENTIRE EASTERN SECTION OF COUNTRY DARKENED BY MALICIOUS CUSTOMERS

**80 Million People In Conspiracy To Ruin Company**

Company Plans To Bring Damage Suit Against Populace

---

# CHRYSLER CORPORATION

Stockholder's Bulletin # 86 — December 20, 1979

## CHRYSLER CORP. MAKES U.S. GOV'T. A PARTNER IN ITS OPERATION

### OTHER EXPANSION PLANS INCLU'DE HIRING FRANK SINATRA AS SALESMAN

**Company Contemplating Merger With Soviet Union**

Rumor Denied That The "Iacocca" Is Chrysler's "Edsel"

---

NEWS ABOUT "THE CLUB"

# The CONGRESSIONAL Recorder

WASHINGTON, D.C.

MARCH 14, 1981

FOR YOUR "AYES" ONLY

## FBI AGENTS DRESSED AS ARAB SHEIKS CORRUPT U.S. CONGRESSMEN

### HONEST POLITICIANS HOODWINKED BY DEVIOUS GOVERNMENT AGENCY

**Video Tapes Reveal Illegal Bureau Activities**

Senator Harrison Williams Demands Full Investigation

---

# National ENQUIRER

SPECIAL LIBEL CASE ISSUE

ALL THE NEWS UNFIT TO PRINT — MARCH 27, 1981

## ENQUIRER PAYS $1,600,000 TO CAROL BURNETT IN HUGE PLANNED PUBLICITY STUNT

### SALES SOAR DURING TWO-WEEK TRIAL

"A SMALL PRICE TO PAY FOR SUCH NATIONAL EXPOSURE!" SAYS OUR CHIEF ACCOUNTANT

Plans Underway To Smear Johnny Carson Next

## CLOTHES

Hello! I'm from the Community Welfare Organization!
We're collectiong used garments to distribute to the poor and needy!
Do you have any old clothes?
Why, yes, we DO.
but my SON is still WEARING them!
USA OLYMPIC DRINKING TEAM

BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## RECORDS

Oh, my gosh! STOP!! That's no way to hold an expensive record! Let me show you
See? ,My thumb is on the rim, and my other fingers support it underneath, by the label! That way, no oil or acid from my skin will touch or damage the tiny, delicate, precious grooves! You understand...?
Gotchya
Good! Now, tell me where you were going to put the record, and I'll do it FOR you...!
In the GARBAGE PAIL!

## DENTISTS

There's a lot of **work** to be done in your mouth! I'd estimate that it's going to cost you about **$3000!**
**Wow!** That's a **lot** of **money!**
**Don't** worry! We can **work it out!**
You could make a **$500 down payment now,** and then pay me **$100 a month** for the **next 25 months!**
Gee... it sure doesn't sound like **DENTAL work!** Sounds more like **buying a CAR!**
**I AM!!**

# R SIDE OF...

ARTIST & WRITER
DAVE BERG

## SEX


Gee that **HERPES disease** is like an **epidemic!** It's **spreading** like **wild fire!**
**That's** because there's so much **promiscuous SEX!**
The **answer** is to **STOP** all this **sexual activity!**
**How** do you do **that??**
**Get MARRIED!!**

## FOOD

## LOVE

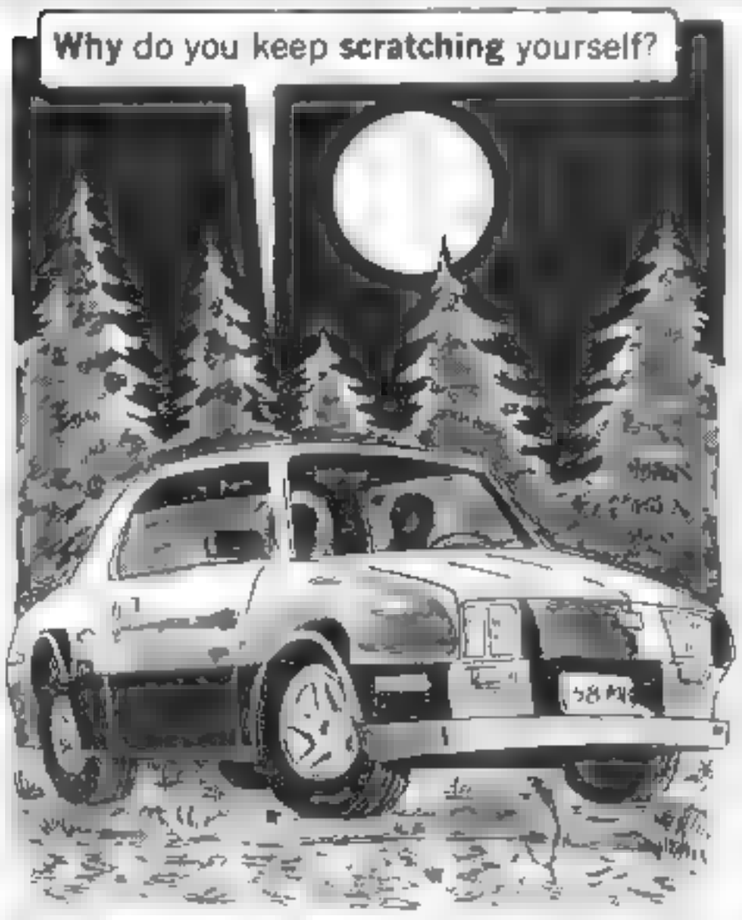
## SOAP OPERAS

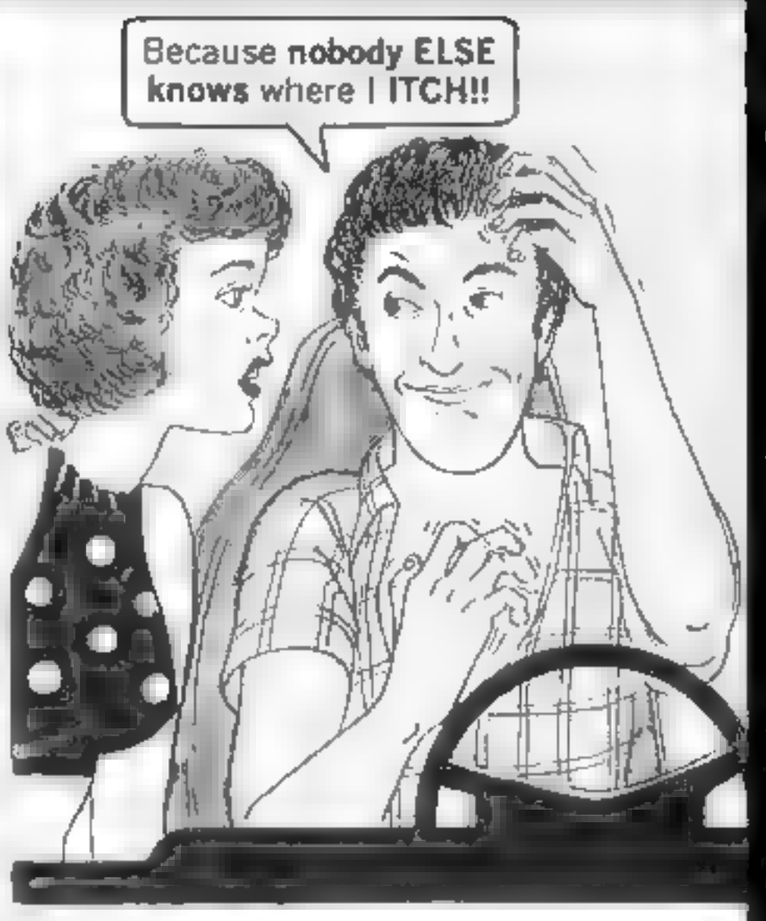
Oh, my! That's TERRIBLE!!
WHAT's terrible??
The things that go on in these TV Soap Operas!
So why do you watch them.... ??
Because the kids are all grown up... and out on their own!
What does THAT have to do with watching TV Soap Operas?
I miss the old AGGRAVATION!

## BRAGGING

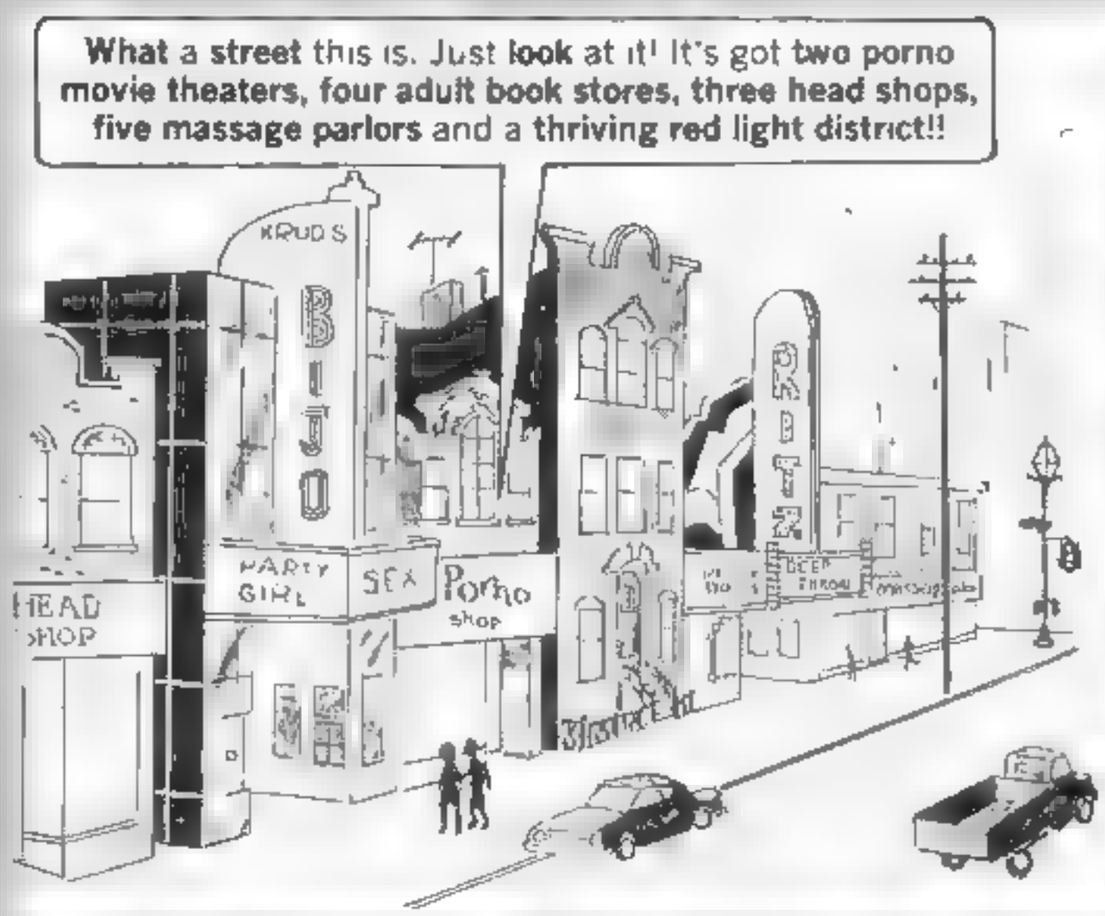
## DATING

# ANNOYANCES



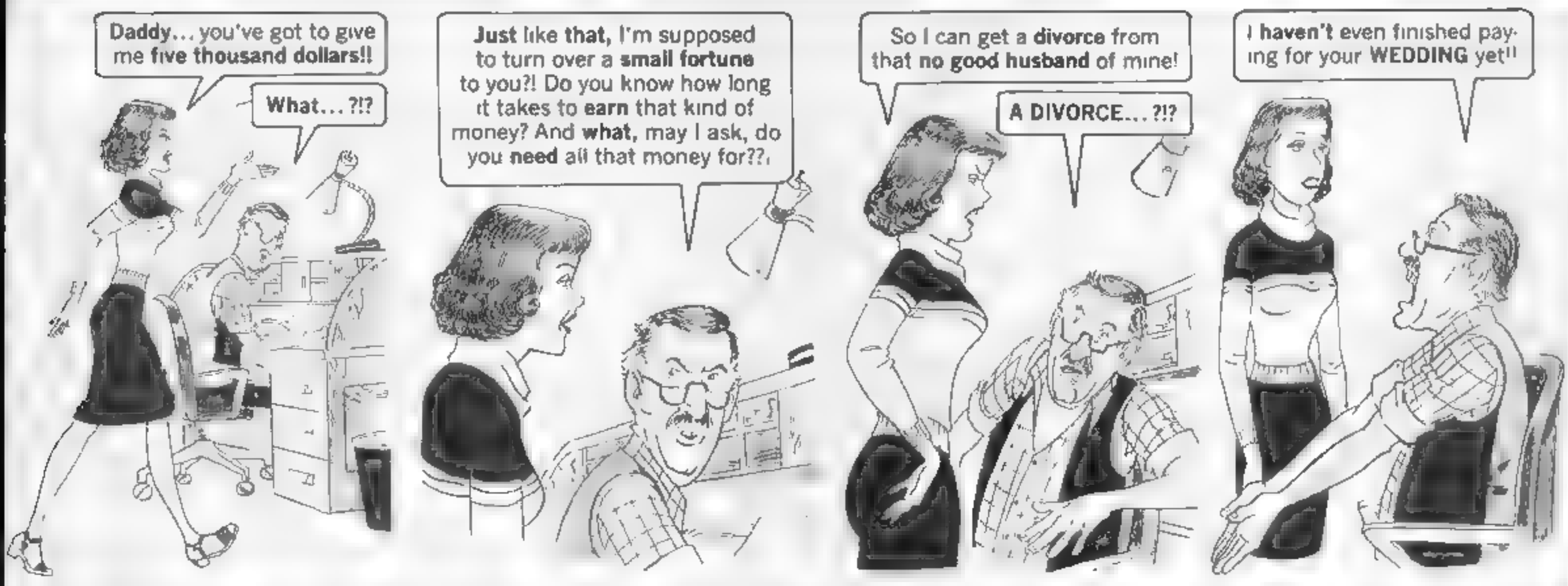

# BLOCK-BUSTING


**What a street** this is. Just **look** at it! It's got **two porno movie theaters, four adult book stores, three head shops, five massage parlors** and a **thriving red light district!!**
KRUD'S
B-J-O
PARTY GIRL
SEX
Porno SHOP
HEAD SHOP
SIN
BEER THROU

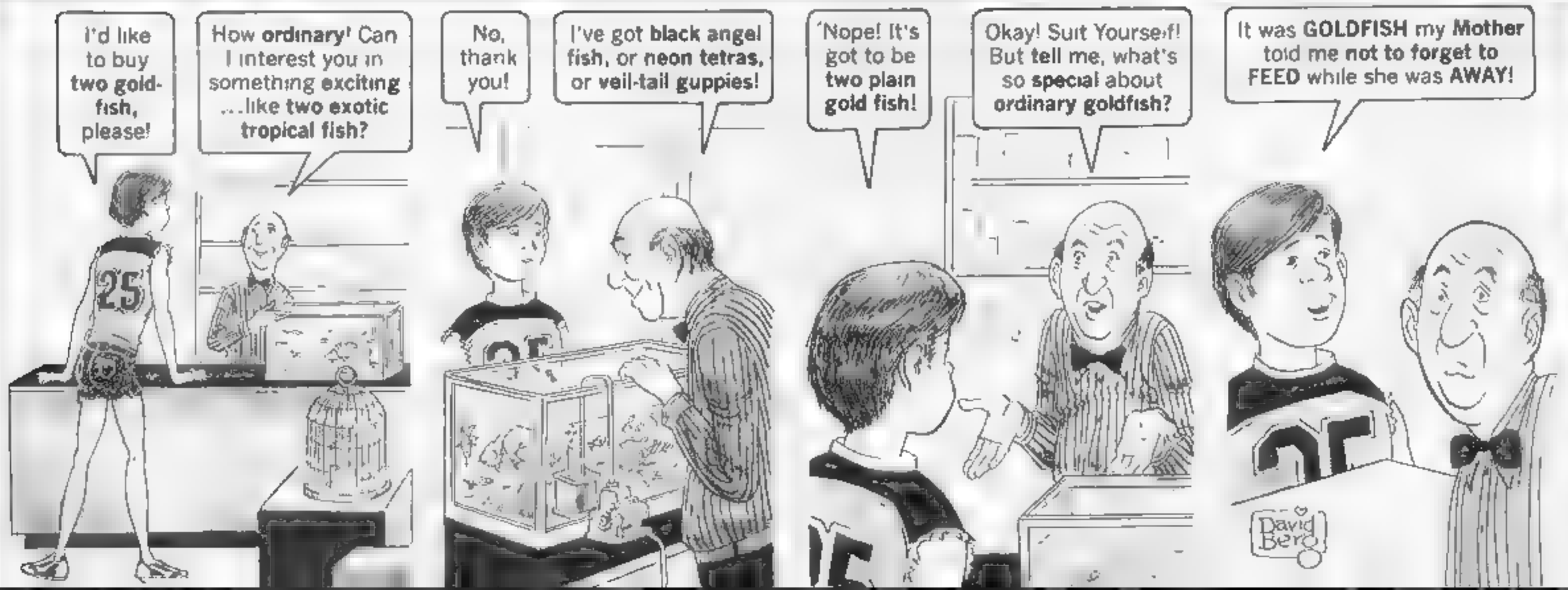
# GREETING CARDS

## GRAFFITI

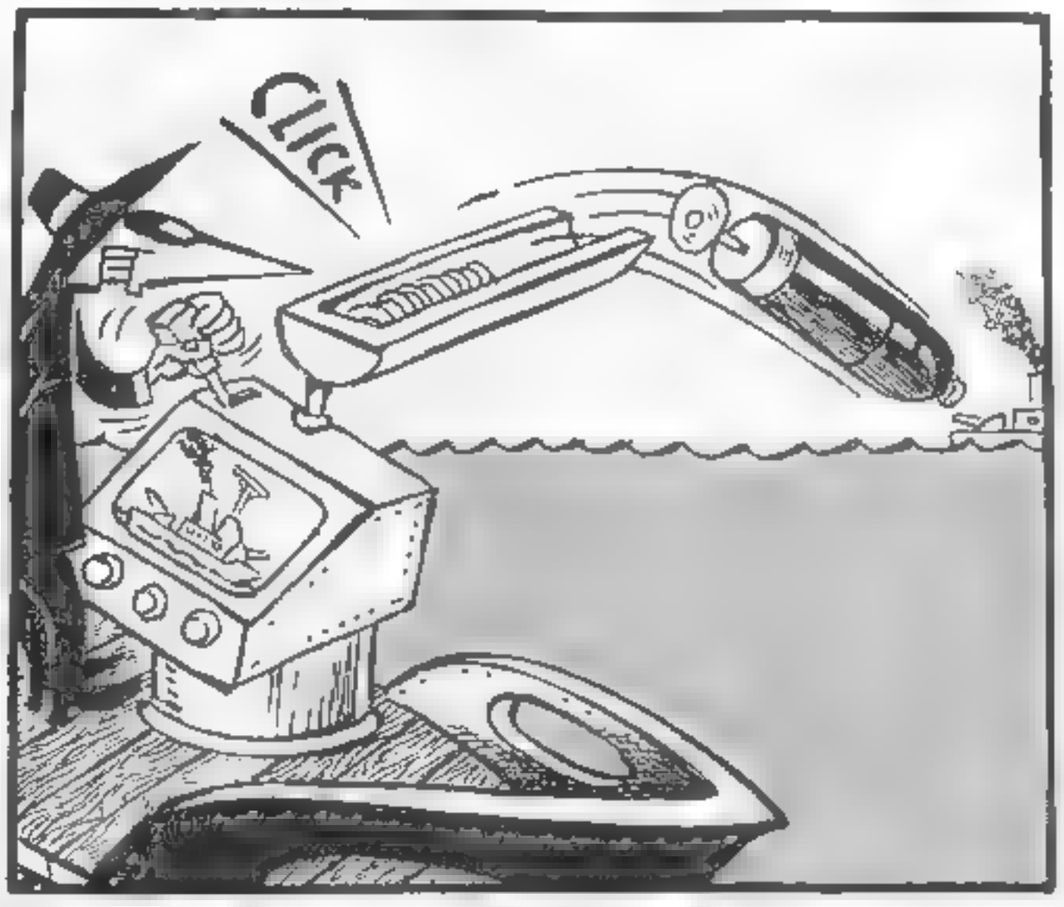
## MONEY

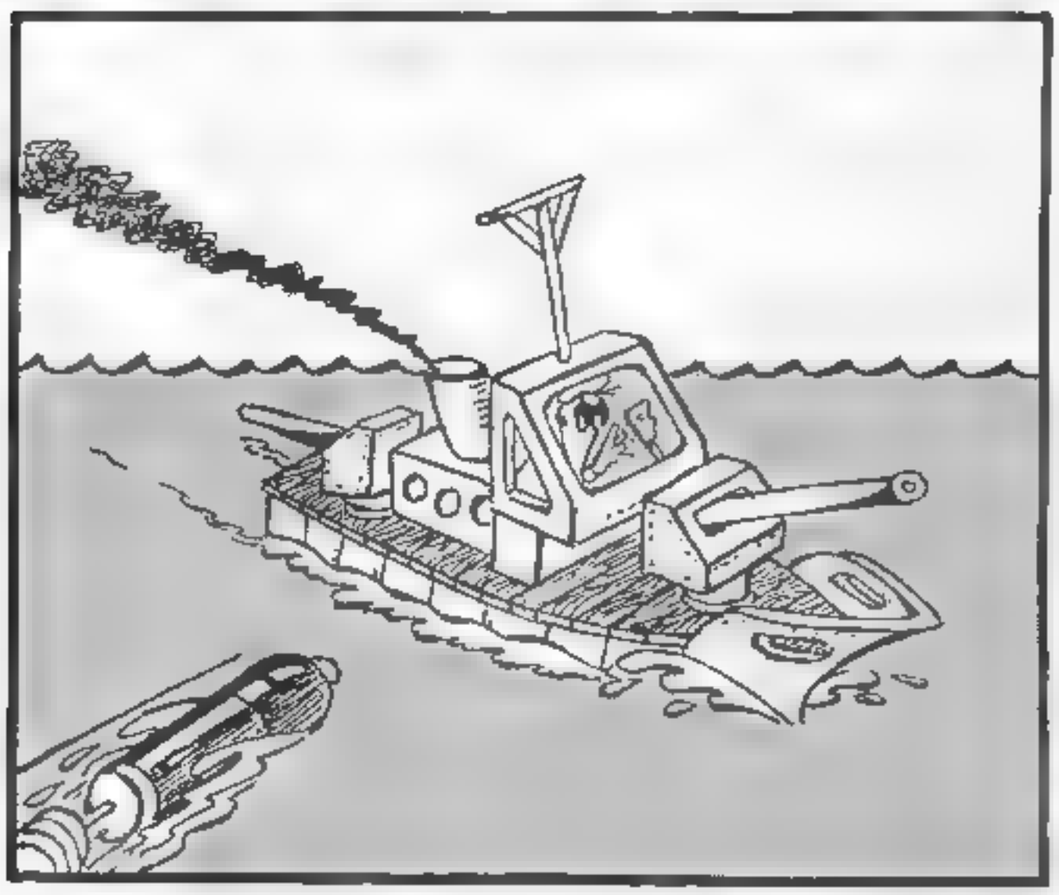

Daddy... you've got to give me five thousand dollars!!
What...?!?
Just like that, I'm supposed to turn over a small fortune to you?! Do you know how long it takes to earn that kind of money? And what, may I ask, do you need all that money for??
So I can get a divorce from that no good husband of mine!
A DIVORCE...?!?
I haven't even finished paying for your WEDDING yet!!

## PETS

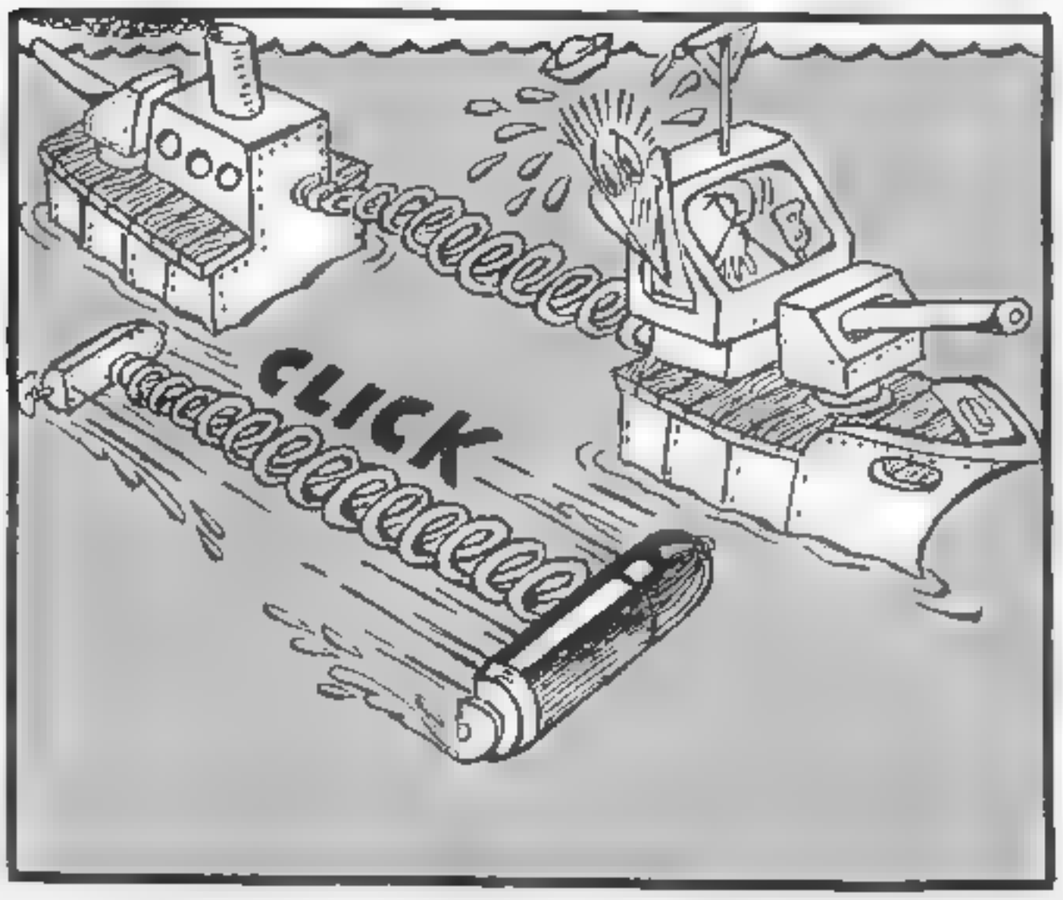

I'd like to buy two goldfish, please!
How ordinary! Can I interest you in something exciting ...like two exotic tropical fish?
No, thank you!
I've got black angel fish, or neon tetras, or veil-tail guppies!
Nope! It's got to be two plain gold fish!
Okay! Suit Yourself! But tell me, what's so special about ordinary goldfish?
It was GOLDFISH my Mother told me not to forget to FEED while she was AWAY!
David Berg

SPY VS SPY

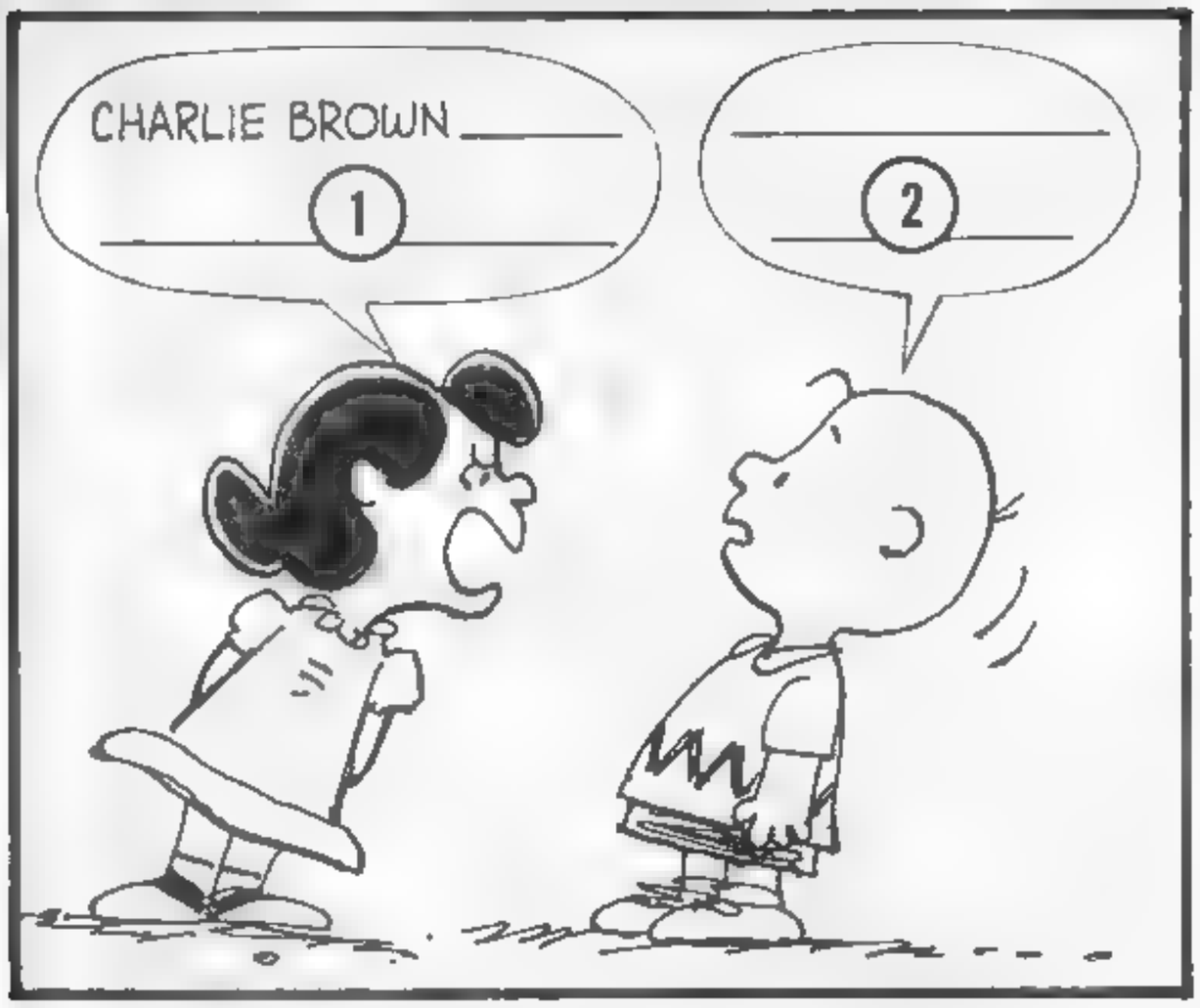

CLICK

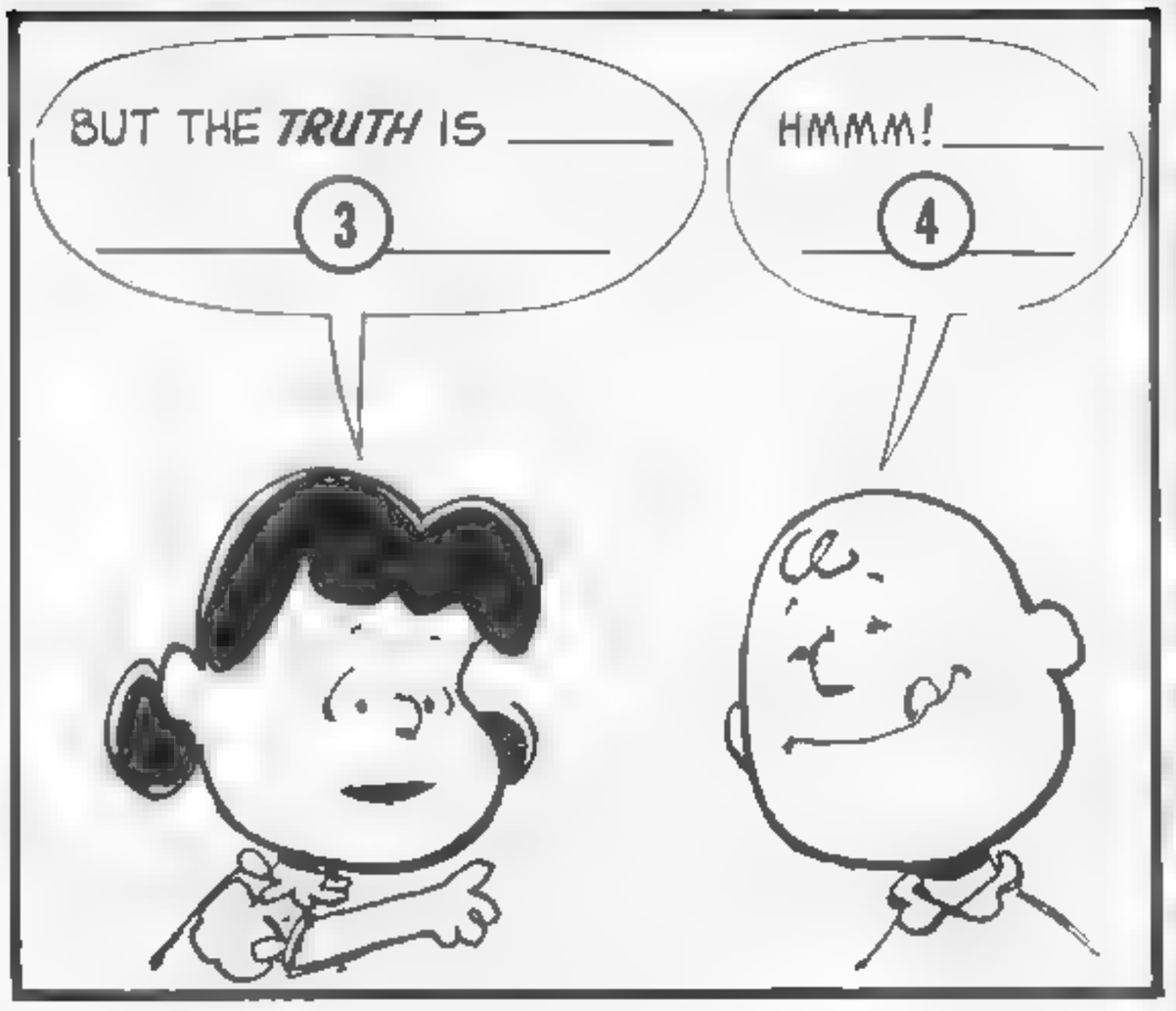


CLICK


CLICK

BOOM
BOOM




STRIP TEASE DEPT.

**In past issues, MAD has presented All-Inclusive, Do-It Yourself versions of Newspaper Stories, Songs, Comedy Routines, etc. Now, for all you "Peanuts" fans who have fun reading the strip, here is your chance to have fun writing it. (Hey, Charlie Schulz! If you want to take a vacation, feel free to take advantage of this clever article!) Simply fill in the numbered balloons from the corresponding numbered lists, and you'll be creating...**

# MAD'S ALL-INCLUSIVE DO-IT-YOURSELF PEANUTS COMIC STRIP

ARTIST: JACK RICKARD WRITER FRANK JACOBS

**1**

YOU'RE A ***BORN LOSER!***

YOUR ***HEAD*** COULD DOUBLE AS A ***SOFTBALL!***

EVERYONE ***ABUSES*** YOU!

YOU GIVE ***LIVING*** A ***BAD NAME!***

YOU'VE GOT A ***PIN-CUSHION*** FOR A ***BRAIN!***

YOU'RE THE ***JOKE*** OF THE ***NEIGHBORHOOD!***

**5**

IN ***YOUR HONOR!***

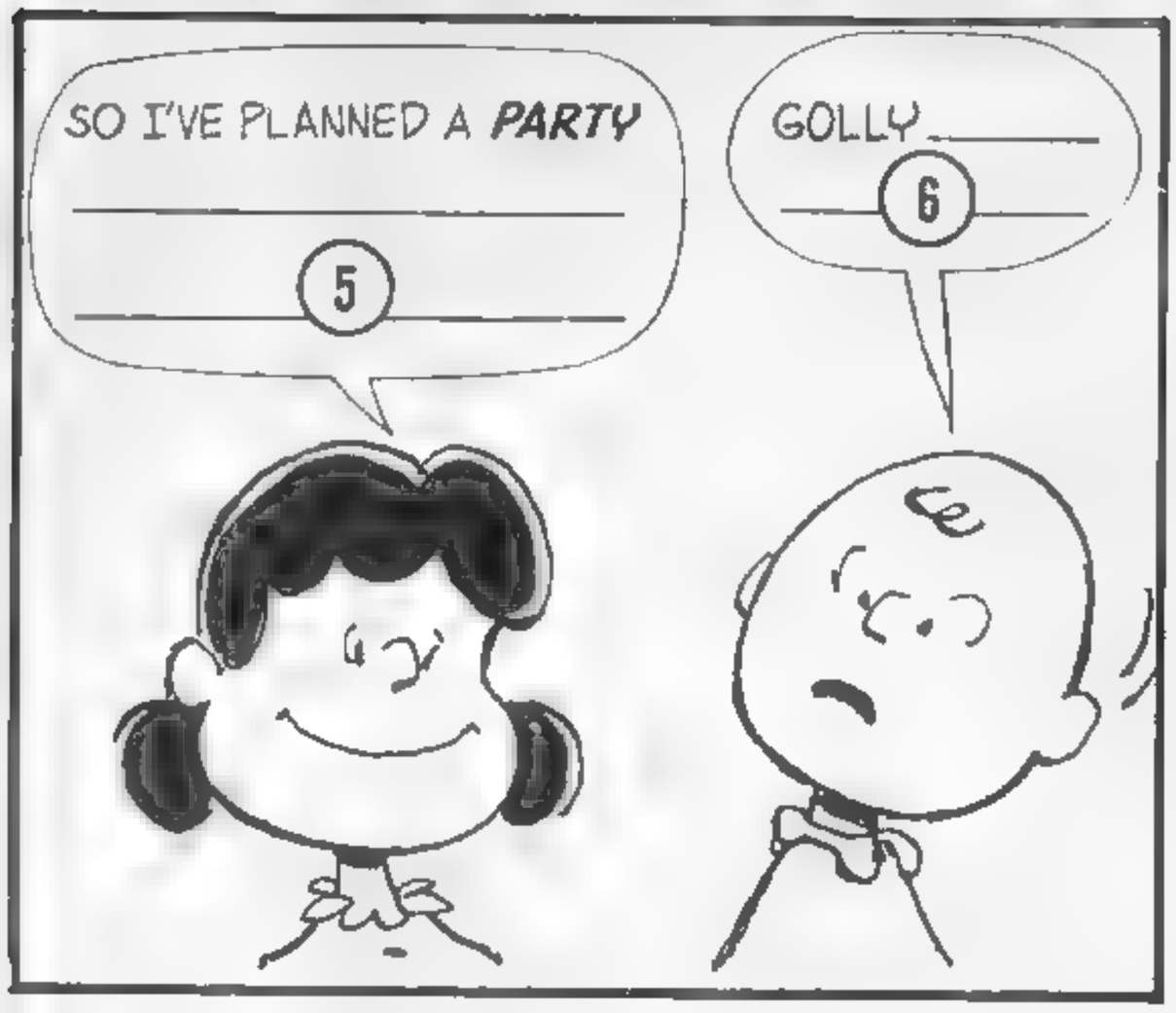
TO PAY ***TRIBUTE*** TO YOUR ***LEADERSHIP!***

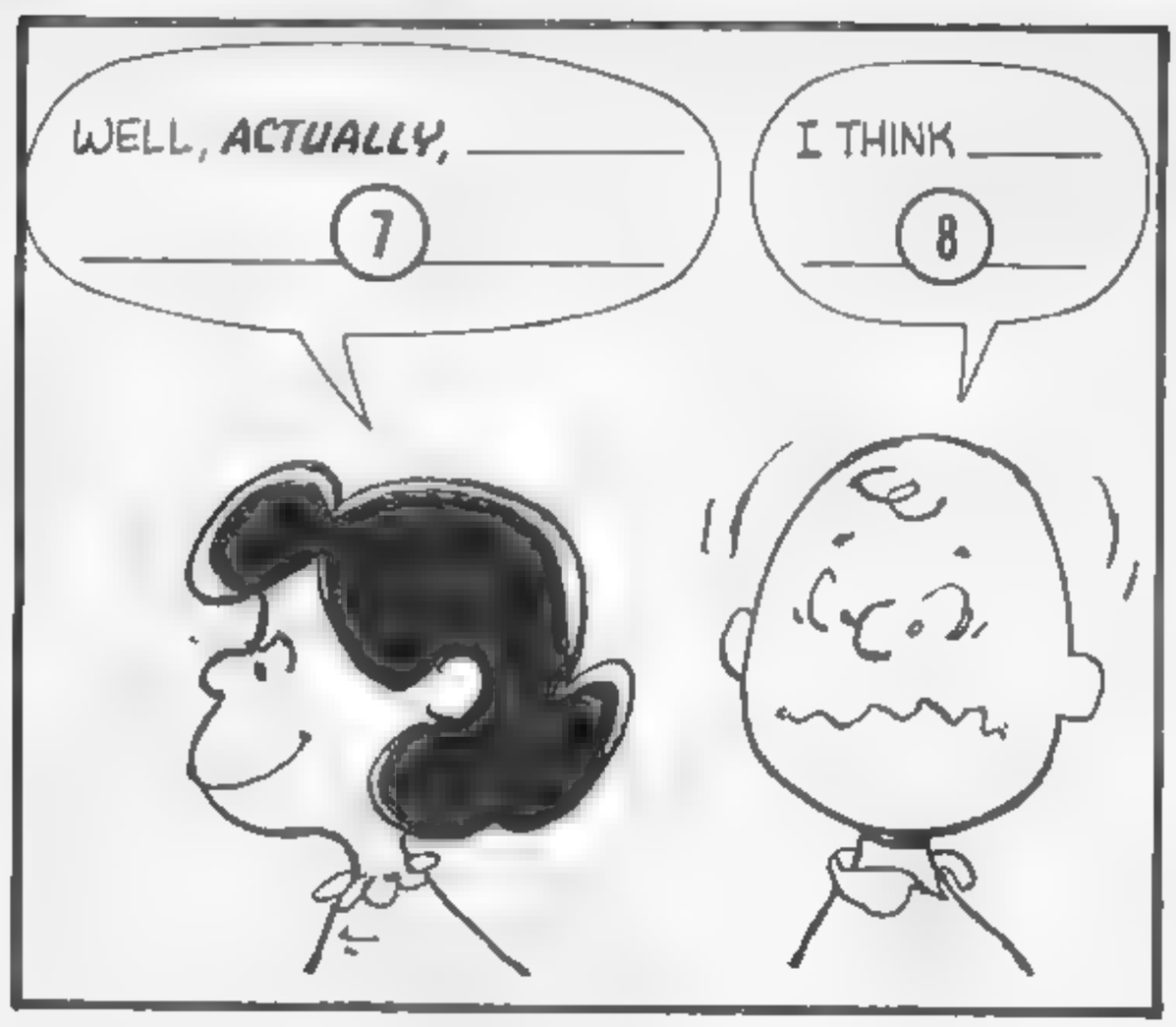
ON YOUR ***BIRTHDAY!***

SO THE ***GANG*** CAN SHOW YOU HOW WE ***FEEL!***

TO KICK OFF "***CELEBRATE CHARLIE BROWN WEEK***"!

YOU'LL ***REMEMBER*** THE ***REST*** OF YOUR ***LIFE!***




2

TELL ME ALL ABOUT IT!

AT LEAST I'M FAMOUS FOR SOMETHING!

COMING FROM YOU, THAT'S PRAISE!

I LOVE IT WHEN YOU SWEET-TALK!

IT TOOK YOU 25 YEARS TO FIND THAT OUT?

DO YOU KEEP THIS UP FOR FOUR PANELS?

3

NOBODY RECOGNIZES YOUR FINER QUALITIES!

YOU'RE ADMIRED BY YOUR FRIENDS AND TEAMMATES!

YOU DESERVE MUCH BETTER TREATMENT!

WITHOUT YOU, I WOULD BE NOTHING!

YOUR HEART IS AS BIG AS ALL OUTDOORS!

YOU'RE KIND AND DECENT AND LOYAL!

4

I MUST BE IN THE WRONG STRIP!

WHY ISN'T SHE SUCKING UP TO SCHROEDER?

I WISH I WERE BRIGHT ENOUGH TO KNOW WHAT SHE'S UP TO?

NOBODY'S EVER THIS NICE TO ME!

I'VE GOT A FEELING THIS IS GOING TO COST ME!

I THINK I LIKED IT BETTER WHEN SHE DESPISED ME!

6

A-A PARTY FOR ME!?

YOU MEAN YOU'RE NOT SETTING ME UP?

YOU'VE SURE CHANGED!

IT'LL BE GREAT GETTING SOME RESPECT!

I'LL SURE ENJOY BEING WITH MY FRIENDS!

HOW CAN I EVER THANK YOU?

7

YOU'RE NOT INVITED!

IT'S ON THE DAY YOU'RE OUT OF TOWN!

THE PARTY WAS YESTERDAY!

YOU'LL BE THE ONLY ONE THERE!

I WAS TESTING TO SEE HOW GULLIBLE YOU ARE!

I'M TELLING EVERYONE IT'S FOR LINUS!

8

I'LL KILL MYSELF!

MAYBE I SHOULD RETIRE!

I'LL GO HOME AND BEAT UP SNOOPY!

I NEED DEEP THERAPY!

I'LL PUT A CONTRACT OUT ON HER!

I'LL TRY REPLACING ANDY CAPP!

KNOCK VERSE DEPT.

Back in the old days, Poets wrote poems glorifying lowly people, like Longfellow's "Village Blacksmith" and Kipling's "Gunga Din." Well, there aren't any Longfellows around today, but there *are* a lot of folks working in lowly occupations. MAD feels that it's time these people were saluted in rhyme, which is why we now offer these

# POETI

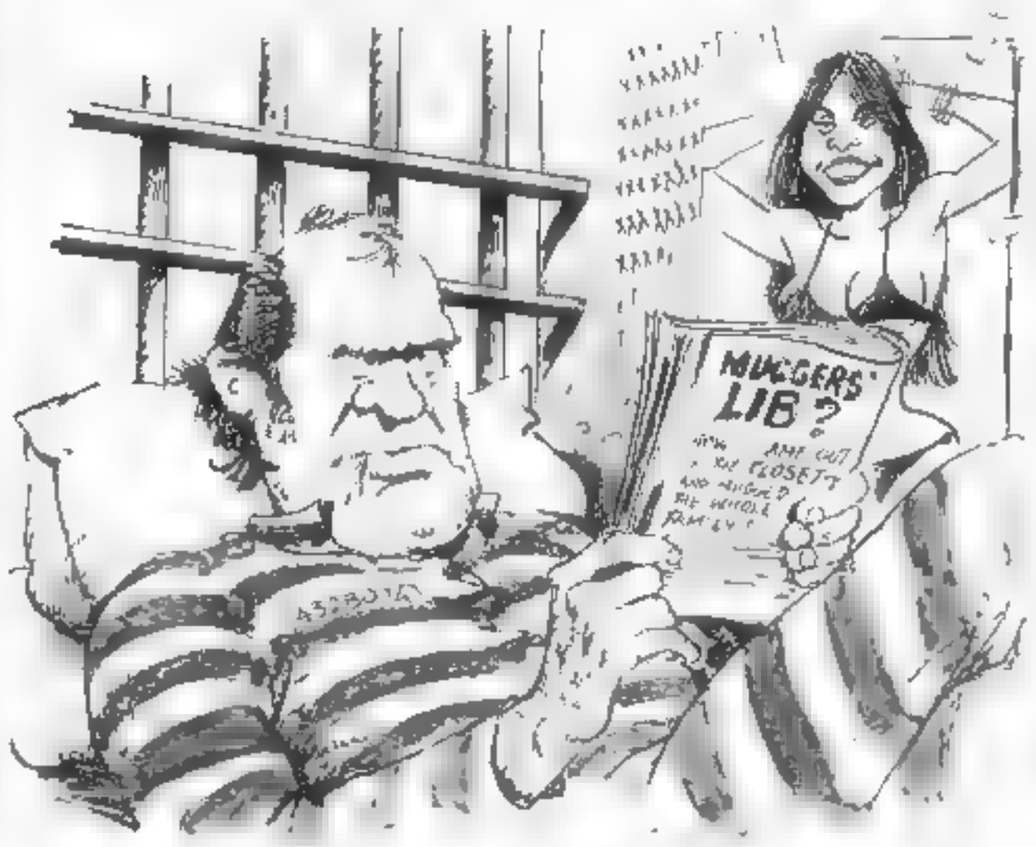
## TO PEOPLE WHO

### *To A Mugger*

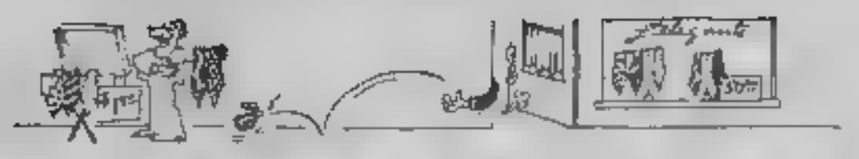
When you were just a lad of six,
You found a kid could get his kicks
By pounding on his little baby brother;
Before you knew it, you were ten
And showed you had a future when
You snatched a purse belonging to your mother.

The years flew by—in high-school, you
Discovered joys you never knew;
At seventeen you flourished as a punk there;
And after class, out on the street,
Your day would never be complete
Until you'd smacked and rolled some local drunk there.

'Twas then you found you had it made
As through the night you plied your trade,
Attacking passersby who were defenseless;
What fun it was to take their cash,
To punch and club, to kick and slash,
Then leave them on the pavement lying senseless.




Today, not even middle age
Can dim the glory of your rage;
You haven't met the man who can control you;
Although for now you take it slow,
You'll mug again because you know
In 1995 they will parole you.



ARTIST· HARRY NORTH WRITER· FRANK JACOBS

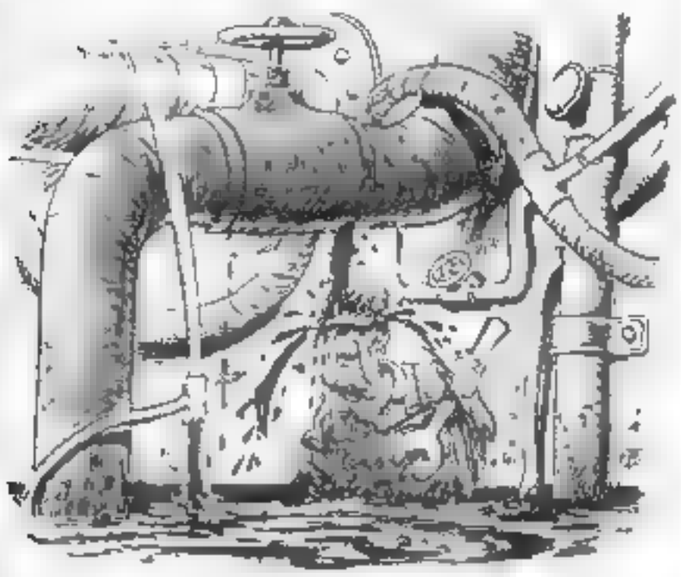
# IC TRIBUTES

## WOULDN'T ORDINARILY GET THEM

### *To A Plumber*

Your face has not been sculptured
In marble or in bronze;
You know that men receive no praise
Unplugging stopped-up johns.

You're never in the columns;
You're never in the news;
The only thing you're ever in
Is icky, smelly ooze.



You'll never be a leader
And rule the world with power;
Who needs it when you charge a rate
Of fifty bucks an hour?

### *To A Garbage Man*

At early dawn he makes his rounds
To pick up bones and coffee grounds;
He drives a bulging truck that creaks
And fills it up with stuff that reeks;

He wrecks our sleep, disturbs our peace,
Leaves trails of egg-shells,
lard and grease,
While littering our front-yard grass
With apple cores and broken glass,
And then befouls our flower-bed
With rotting meat and moldy bread!

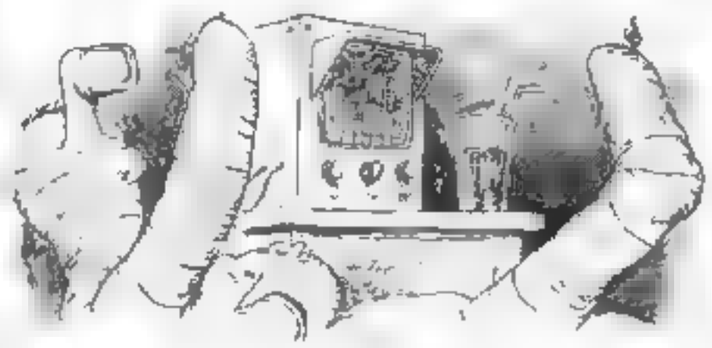
He is a man of pride, you see,
Who wants respect from you and me,
And that is why we call him here
A Sanitation Engineer!

### *To A Parking Attendant*

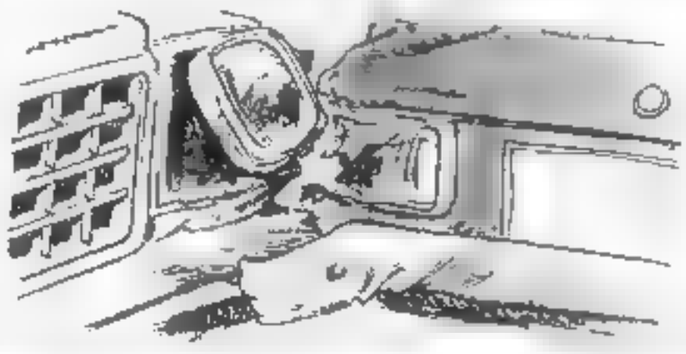
A boundless freedom fills your heart
With all that you can muster;
What does it matter that you smashed
The fender of that Duster?

A carefree youth, that's what you are;
No love of life looms larger;
So what if parking that Peugeot
You backed into a Charger?

You're not hung up by rules and such;
Your world's a joy to be in;
Who cares if that Chevette you crunched
While backing a Capri in?



So live it up in days to come;
Enjoy each future labor;
That is, if you recover from
Your wrecking that Le Sabre.



## *To A Mover*

Behold the mighty moving man
Who's loading up his giant van;
He prides himself on being strong and agile;
With great concern he carries out
Our precious goods, and we've no doubt
He'll handle gently boxes we've marked "Fragile."

With loving care he sets down crates
Of vases, lamps and costly plates;
We don't freak out—there's never any cause to;
However, we should make it clear
If you believe what's written here,
You probably believe in Santa Claus, too.

## *To A Loan-Shark*

When money's scarce and we're refused
by banks all over town.
We turn to you because we know
you will not let us down;
You gladly give us what we need
so we can pay our rent,
And only charge an int'rest rate
of thirty-five per-cent.

And should we, by some careless whim,
your warnings fail to heed,
And somehow miss a payment on
the date which we've agreed,
Why, who's to say you shouldn't get
upset from such delays,
And break an arm or leg to show
the folly of our ways?

We fully understand your need
to clout and punch and maim,
And yet we know you'll stop in time
for murder's not your game;
You'd never kill your fellow man
because, within your trade,
Unless a client's left alive,
you never will get paid.

## *To a Postal Clerk*

Let's now salute the postal clerk,
A man who does a hard day's work;
Amid great mounds of mail he stands
And sorts it with his own two hands;
He empties letters from their sacks,
Then piles them into tidy stacks,
In which they sit five days and then
Are dumped back in their sacks again;

He spots a letter from L.A.
Addressed to folks in Santa Fe;
He holds it out till two o'clock,
Then speeds it on to Little Rock;
A parcel meant for Denver he
Now sends to Washington, D.C.,
Dispatched upon an east-bound plane
By way of Kennebunkport, Maine,
Along with letters by the score
For Denver via Baltimore;

Small wonder as he ends his day,
He beams with pride, as if to say,
"It's good I've got this job to do;
"If not, the mail
would not go through."

## *To An Accountant*

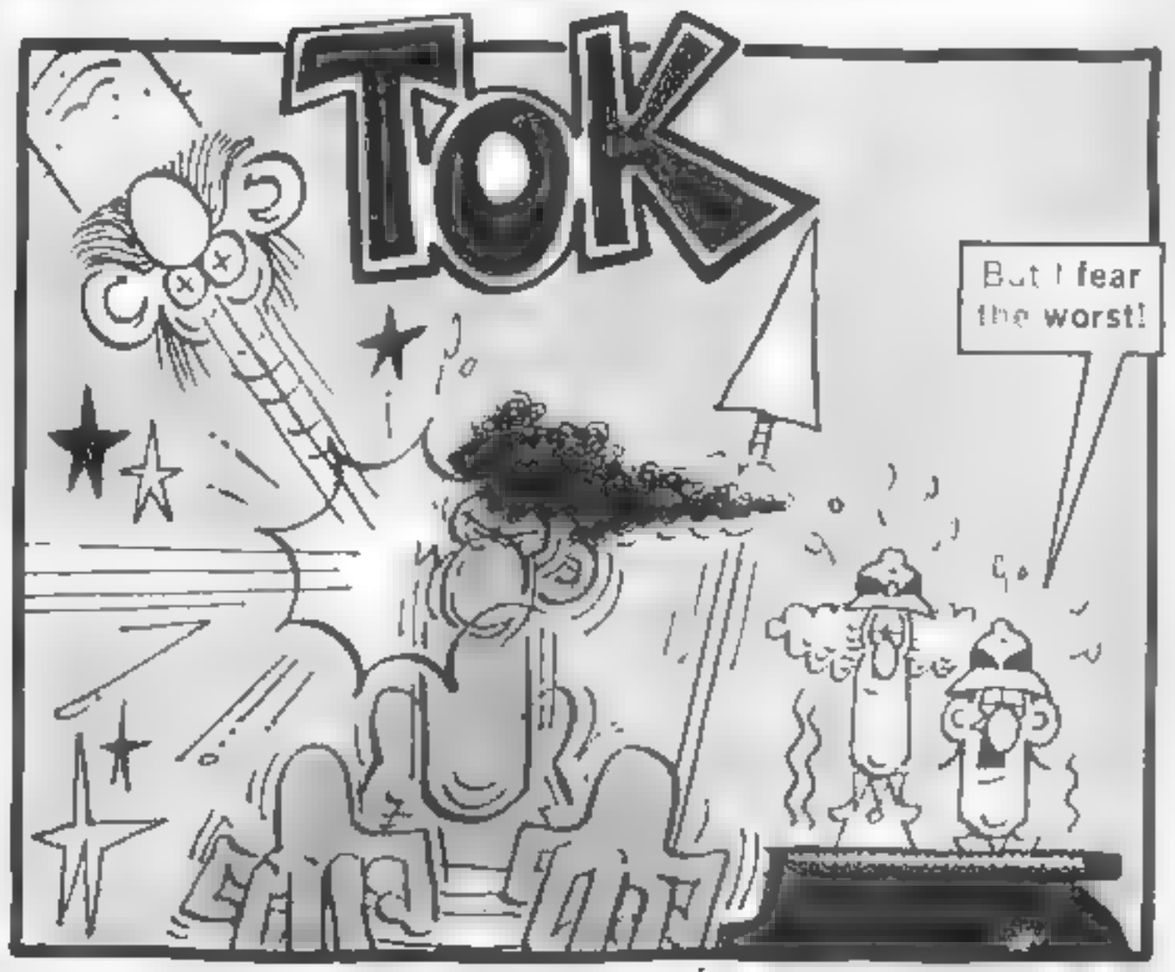
Forever he's regaling folks
and thinks they'll be impressed
With stories of withholding tax,
deductions and the rest;
He rattles off accounting tales
and other deadly stuff—
And now we'll end this verse because
we've bored you long enough.

## *To A Forgotten Government Official*

A man can be a Congressman
And run a big committee;
A man can be a Governor
Or Mayor of a city;
A man can be a diplomat
And put on fancy airs;
But when a man's Vice President,
Let's face it—no one cares.

DON MARTIN DEPT. PART II

# ONE AFTERNOON ON A REMOTE JUNGLE ISLAND



AD NAUSEA DEPT.

MAD has often denounced advertising as a deliberate insult to our intelligence. We've never quite believed that future happiness depended upon using a razor that cuts whiskers off below the skin line, or that friends would turn on us if the fish we were cooking smelled like fish cooking. So the ads that preached

# AN ADVERTISER WOU

ARTIST· JACK DAVIS

**An Advertiser Would Have Us Believe...**

**...that guests will soon be rushing into our homes, flinging open our kitchen cabinets and subjecting us to humiliation if our glassware has a few water spots.**

**An Advertiser Would Have Us Believe...**

**...that if we lose our possessions in a hostile country, our chances of survival will depend upon what brand of travelers' checks we were carrying.**

**An Advertiser Would Have Us Believe...**

**...that a slick, big city announcer becomes more trustworthy when he puts on a grocer's apron, and speaks with a New England twang.**

**An Advertiser Would Have Us Believe...**

**...that no matter how totally our home is destroyed, the phone will still work to call our Insurance Agent... but only if we've had the good sense to pick the right Agent.**

these doctrines struck us as dumb. But from the Ad-Man's point of view, our limited vision is not his fault. If only we'd see life as he wants us to see it, then every TV commercial would make sense. It's just a matter of dropping our sales resistance (and our sanity) to accept the following points that...

# LD HAVE US BELIEVE...

WRITER: TOM KOCH

### An Advertiser Would Have Us Believe...

...that the Post Office Department's fast service "Express Mail" is a bargain at $9.35, even though it's the very same thing that used to be called "Special Delivery" and cost 30¢.

### An Advertiser Would Have Us Believe...

...that veterinarians actually recommend a cat food that is composed of 10% fish heads, 10% chicken guts and 80% water.

### An Advertiser Would Have Us Believe...

...that we would expect to pay "$200... $300...even $400" for the polyester suit that's now being offered to us for $79.95.

### An Advertiser Would Have Us Believe...

...that it will sell no wine before its time, so we should be happy and grateful that it just became time to sell all ten million bottles they've got stored in their warehouses.

**An Advertiser Would Have Us Believe...**

...that acquiring a 36-inch bust, a 22-inch waist, wavy blonde hair and perfect bone structure all depends upon choosing the right low-calorie diet cola.

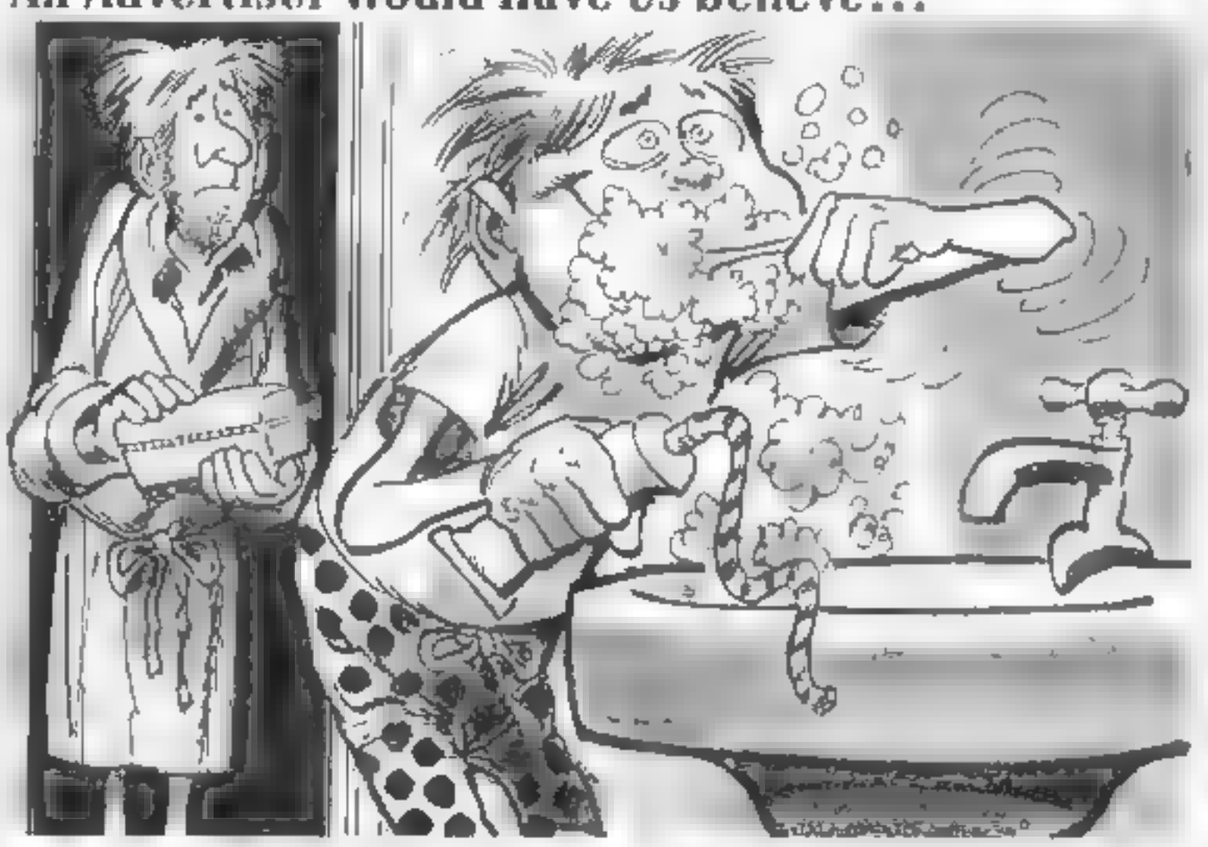
**An Advertiser Would Have Us Believe...**

...that we can get a neighbor to spend his whole weekend doing free labor for us if we'll just reward him with his favorite beer when he's finished.

**An Advertiser Would Have Us Believe...**

...that the preservation of our American Way depends upon re-electing some idiot to Congress who hasn't done anything for us in twelve years.

**An Advertiser Would Have Us Believe...**



...that our kids will beg to spend the whole evening brushing their teeth if only we'll buy them the good-tasting toothpaste with the red stripe down each glob.

**An Advertiser Would Have Us Believe...**

...that its stockbrokers apparently work for the sheer fun of it, since they could all easily become rich and retire just by following their own investment advice.

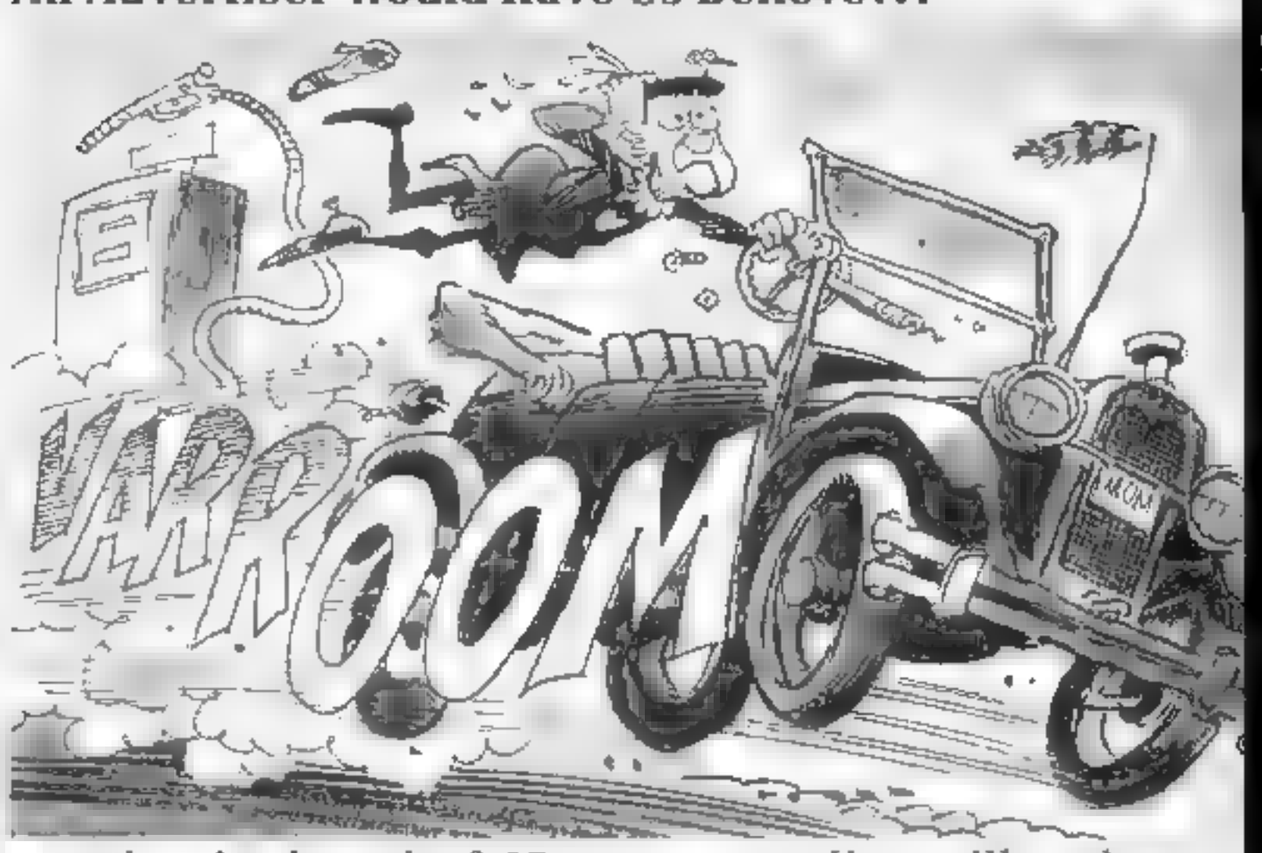
**An Advertiser Would Have Us Believe...**

...that anxiety neurosis can be cured without expensive psychiatry, merely by switching to its brand of decaffeinated coffee for a few weeks.

An Advertiser Would Have Us Believe...

...that the Army is very finicky about the enlistees it accepts because of all the high-skill job training and frée travel it gives to the lucky ones who get in.

An Advertiser Would Have Us Believe...




...that its brand of 87-octane gasoline will make our car run like new even though every other brand of 87-octane gasoline makes it sputter and wheeze.

An Advertiser Would Have Us Believe...

...that we can easily combat 10% inflation by putting our money in a savings bank that pays us 5¾% interest and gives us a free toaster.

An Advertiser Would Have Us Believe...

...that serious Mother-Daughter talks consist of spreading the word that liberated women no longer must accept static electricity in their laundry as a burden of life.

An Advertiser Would Have Us Believe...

...that the exorbitant amount of money we're paying for gasoline is being used to finance the search for new oil that will someday enable the company to lower its prices.

An Advertiser Would Have Us Believe...

...that no one taking a "Comparison Taste Test" among cola drinks ever concluded that they all seem pretty much alike after all.

QUEASY DOES IT DEPT.

# LOSE WEIGHT (MAINLY BECAUSE

# THE MAD GR

*Invite a toothless derelict home for dinner.*

*Snack on things that attract flies.*

*Have your pet hound kiss you right after he eats, just before you eat.*

*Have your meal while baby-sitting an undiapered infant.*

*Use plates and cups with thumbprints and lipstick marks.*

# YOU LOSE YOUR APPETITE) WITH...

# OSS-OUT DIET

WRITER AND ARTIST PAUL PETER PORGES

*Leave your refrigerator unplugged during those hot spells in August.*

*Use live bait as the centerpiece when serving spaghetti.*

*Dine with someone who has halitosis or dandruff or acne.*

*Listen to a detailed account of an operation.*

*Eat something that's still alive.*

"T" AND *A* DEPT.

**Do you need a group of highly-paid skilled professionals who can operate within and around the law to accomplish dangerous specialized assignments? Then hire**

# 'THE *A

ARTIST: MORT DRUCKER

## *ASININE*

Ten years ago, 4 members of a **crack commando** unit were sent to **prison** by a **Military Court** for a crime they **didn't commit!**

But then, the 4 **promptly escaped** from a **maximum security stockade!**

Today the 4 are **still fugitives** ... **hunted** by the **Authorities**..

**Oh?** What were they **accused** of...?

**Assault** with **deadly weapons!** Mainly their **personalities!**

**Are you kidding?!** Those clowns look like they couldn't escape from an **on-coming glacier!!**

Do you believe that **ANYONE** who wants to **hire** them can **find** them, but the **Authorities CAN'T?!?**

**Sure!** But then I **ALSO** believe a **Black dude** like **him** would **hang around WASP turkeys** like **them!!**

**Where** did he get that **outfit?!** From the **"Sammy Davis Ready-To-Wear Catalogue"?**

Doesn't he realize that he looks like a **goofy Punk Rock schmuck** with that dopey haircut and a **flaming Faggot** with all that tacky jewelry?!?

**YOU** tell him!

MAXIMUM SECURITY STOCKADE

GROCERY

PEPSI

SHOOT!

BRAT TAT TAT TAT

the old "Mission Impossible" team! But if you want a group of bumbling misfit mercenaries whose only advantage is: they always forget to get paid, then try

# * 'TEAM

WRITER STAN HART

That's "B M."... for "Black Muthuh"! He's either a **Black dude** tryin' to look like an **Indian**, or an **Indian** tryin' to look like a **Black**! Either way, he's a **LOSER!!**

**YOU** tell him!

Do **you buy** that he's an **escaped convict** hiding from the **Law?**

If they can't find him in **THAT outfit,** Justice **really IS** blind!!

This show is so **violent, idiotic and insensitive!**

**Yeah!** You'd think you were watching **"The Six O'Clock News"!!**

SUPPORT TV GUN CONTROL

ZING!

PING!

PONG!

MORT DRUCKER

What makes you think I'm **Hannibull Swish** of **"The 'A' Team"??**

**Who ELSE** would be **stupid enough** to use a disguise that's **so obvious,** it'll **attract everyone's attention?!**

This any **better?**

Tell me your problem in **three sentences or less!**

**Not much!**

**Why** only **three sentences?**

For **two reasons!** One ... so it can **fit** in the **"TV GUIDE PROGRAM LISTING"...**

SATURDAY KNIGHT LIVE

And two if you **outline** the **plot FAST ENOUGH**, no one wil **realize** that it **doesn't makes sense!**

A group of **terrorists** have occupied a **nuclear power plant!** Unless we agree to **free** their **leader** from **prison**, they will **blow up the plant** and release **massive amounts** of **deadly radiation!**

That s **really great!**

Are you **crazy?! WHAT's** great?!

You outlined the plot in only **TWO sentences!**

You'll have to **work fast!** You **don't** have **much time!!**

**Right!** Only **sixty minutes**, not counting **commercials, station breaks, network promos, local ads, news capsules** and the **coming attractions** for **next week's show!** All in all, that leaves us with about **forty minutes, tops!**

"FRAUD!"

Now, about the **FEE** for The "A" Team?

We ll **talk** about that **later!** Did you notify the **Nuclear Regulatory Agency?** They've got an **emergency, red alert, catastrophe hot line!**

I **know...!** Unfortunately, it's an **UNLISTED NUMBER!**

We don't want a **word** of this to **get out,** or there'll be **panic** in the **streets**, understand? Our mission is **hush-hush** .. strictly **top secret!**

Check !!

Right !!

Gotchya

After you hang up, I'll **eat the phone** so nobody can **trace** the **call!!**

I rented the **'copter** like you **asked,** but I'm **kinda puzzled!** How come, if you're wanted by the U.S. Government, you pick a **VA Hospital** to hide out in?!?

Because the **U.S. Government bureaucracy** is **so fouled up,** they've got **no idea** who's **here** and who's **not!** Next to the **U.S. Post Office,** it's the **best** place to **lose something!**

Hey how many times can that psycho **escape?**

Figure **once** a **week** for **26 weeks 39** if you count **re-runs!**

ROOF

VA ADMINISTRATION HOSPITAL

FAR-OUT PATIENT CLINIC

B M , would you **check** the **brakes**.. the **tire pressure** **wipe** the **windshield** . and **gas up** the **van?**

**Hold it!!** Listen, B M **doesn't do** dirty work You want the **N.A.A.C P.** and **Jesse Jackson** down on this show protesting the **exploitation** of a member of the **Black minority?!?**

That's **right,** Ms Whitebread! This show is **"The "A" Team" .. not "ROOTS"!**

Y'know I often wonder if **taking off** with the **tires SCREECHING** like that is the **best way** to travel around **unnoticed!**

B M what **gear** do you have her in?

The **only** one we **GOT**, Man! **OVER-DRIVE!**

BUMPER SHTICK

**See?** I **TOLD** you we could drive across the country in two days without stopping!

Yeah, but we **DIDN'T** think you meant without stopping at **Comfort Stations!** I think **Murdreck EXPLODED** going through **Ohio!!**

CAUTION MEN AT WORK

Hey, how come **B.M.** always does the **driving?!**

Because he **loves** it!

But he's a **terrible driver!**

**YOU** know that... and **I** know that! But since he can pluck a person's **arms** off like they were **DAISY PETALS,** let's keep it **our little secret!**

ANIMAL CROSSING AHEAD

Okay, now here's the plan—

Why is **HE** always the one who comes up with the plan. . .?

Because he's the **brains** of the organization!

**No wonder** we get into so much trouble!!

**Here!** I've arranged for **phony ID's** for each of you!

**Where'd** you **get** them?

From **High School kids!!** Where **ELSE?!?**

VISA

First, B M. and I will **infiltrate** by posing as **fellow terrorists!** Then, you two will **follow up** with a **shootout** that will appear to be an orgy of **blood** and **mayhem!**

**Hold it!** We're on at **8'clock** in **prime time!** There are **little kids** watching!

**Hey,** Man! He said **"appear to be"!** You want to **keep** our **ratings...?** Or go back to **delivering pizzas!?** Just **shut up and shoot!!**

POWER

I don't think you're gonna get away with that disguise, Handbait...!!

That's HANNIBULL!

I can't take much more of this !

You mean so much violence?

No.. so much NOISE! The sounds of our punches are INCREDIBLE!!

He's right!! One more fist fight, and we'll all wind up with permanent hearing loss!!

AAAH!

UGH!

SOK!

CRUNCH!

SNEAKOFF

POW!

CRASH!

WAK!

NOISE!

KLUNK!

SCUFFLE

The only connection between the plant's Control Area and the outside world is this radioactive dump! All we have to do is swim up the disposal conduit pipe, and we're there!

But it's so dark in there How are we gonna see?

Hmmmmm! I've got it!! We'll take along one of the kids who live around here! I'm sure that... by now they glow in the dark!

CAUTION: TOXIC WASTE DUMP CHILDREN SHOULD BE VERY CAREFUL WHEN PLAYING HERE EPA

We're with the organization! We got a message for the Chief!!

HE don't look like no Brother to ME!!

You calling me a liar?! Because if you ARE, I just might decide to have your face for breakfast!!

Uh... Well ..in THAT case, welcome Brothers!

NUKE CONTROL ROOM

I thought you had them convinced, B M !

I DID until you told 'em you were in the Beverly Hills Unit .. operating out of Gucci's!!

We're in real trouble now, Hannibilge!

That's HANNIBULL!!

And besides your ignorance, you know what else strikes me odd?!? That, week after week, you're no more help to me than an ordinary person half your size would be!!

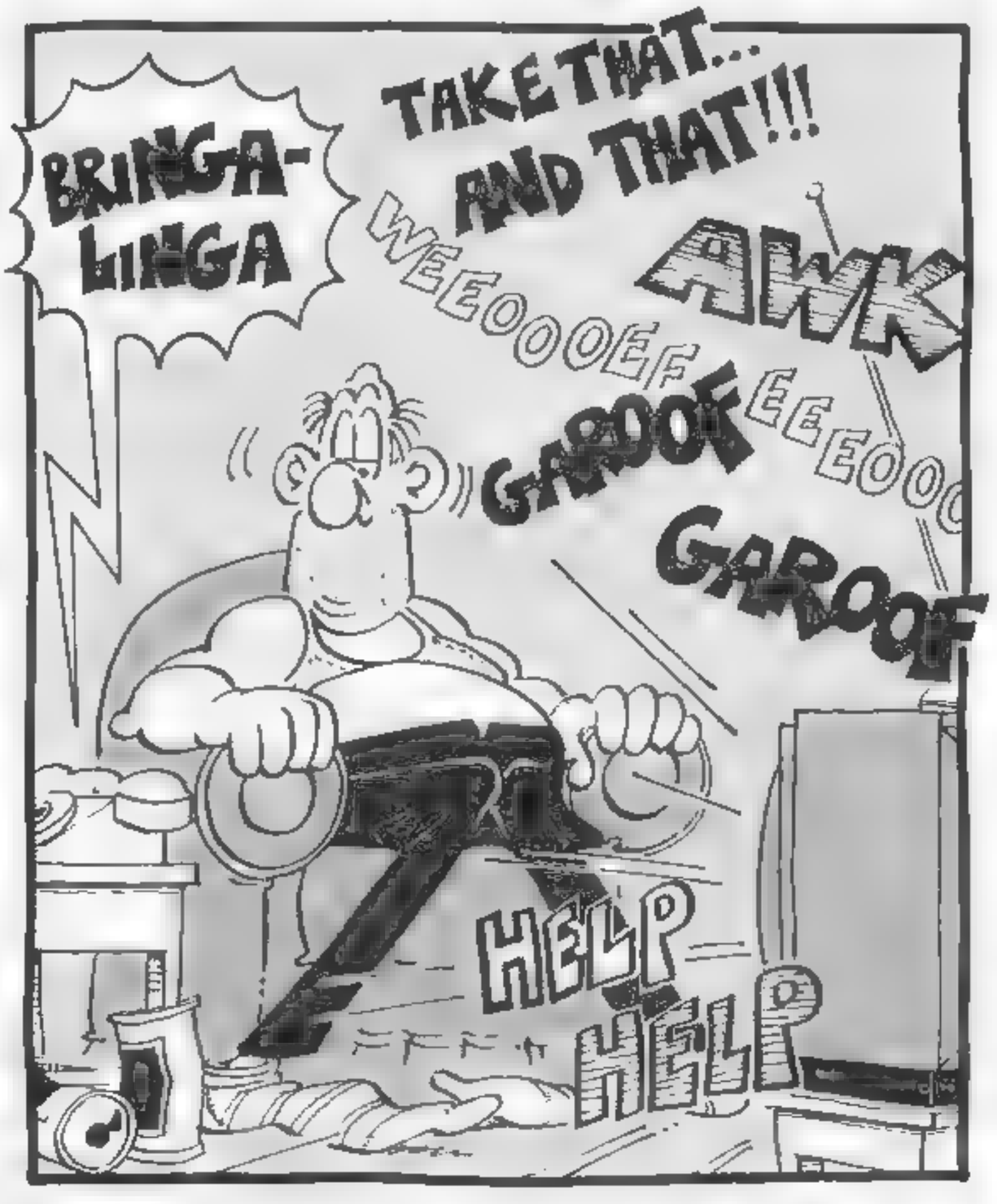
Oh, yeah?! Well, try an episode WITHOUT me... and let's just see who'll watch it, Pretty Boy!!

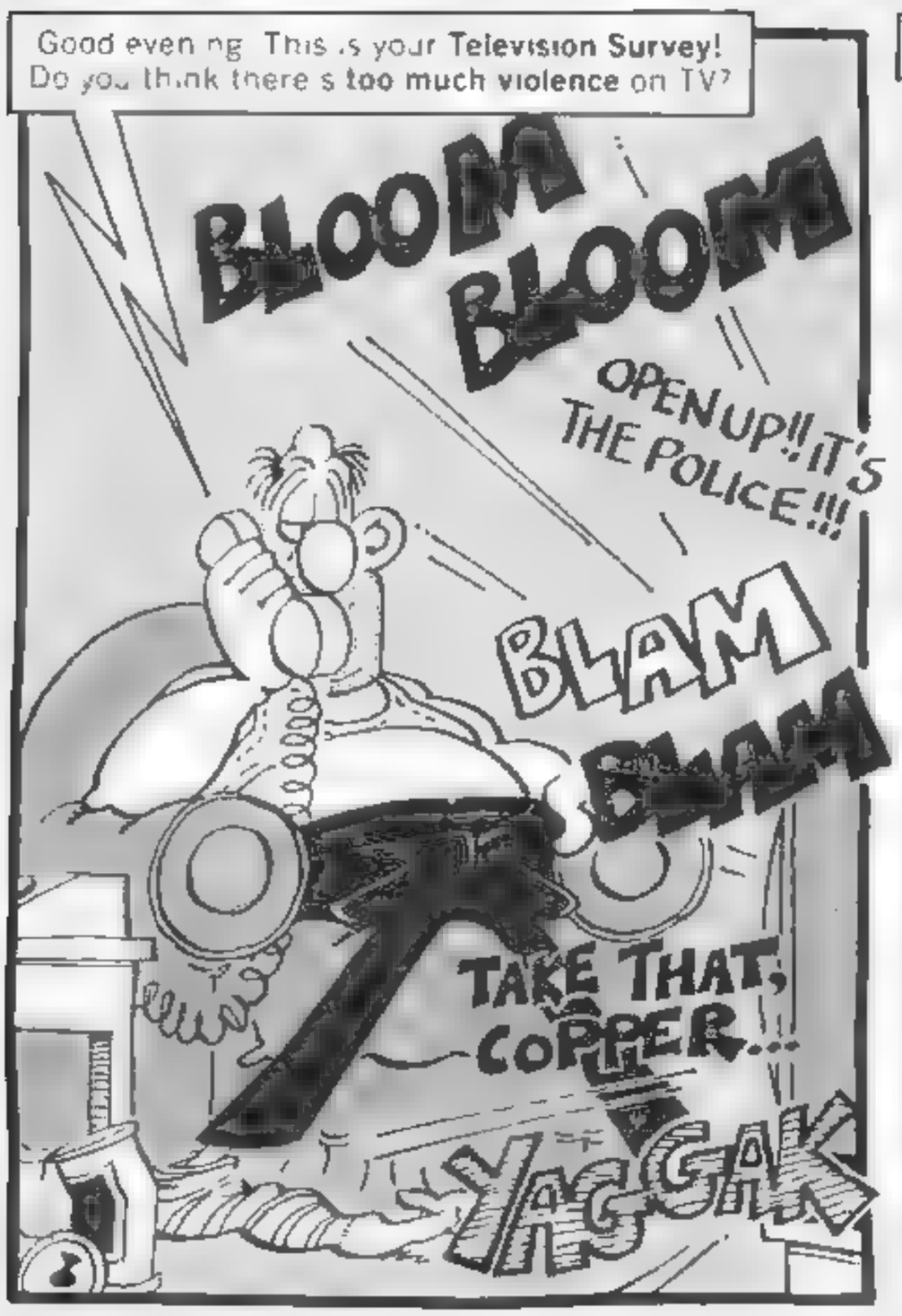
CHAIN REACTION

Y know, there's **something** I can **never figure out!** How come the **lighting** s always so **blindingly bright** in all weekly Sitcoms and Adventure shows, no matter whether it's an **interior** or an **exterior day** or **night** shot?!?
Ahh **who cares!?!** Listen, I've got **a plan** that I'm **sure** will **work!**
Okay but **only** if it's **zany, idiotic** and **completely impossible** in **real life!!** Is it... ?!?
Does a **cabbie pick his NOSE** waiting for the **light** to change?!
Gee, that s a **pretty dangerous mission!!** How come you made **HER** do it ?!?
S nce we **can't** use **B.M.** for dirty jobs the **woman** s the **only** member of an **exploited group** we've **got!**
SWISH!
Okay gang! Here comes our usual **violent, climatic shootout** along w th our **weekly big surprise!**
**What** surprise??
That with all these **explosions, crashes** and **gunfire,** no one ever **gets killed** on this show!
CHOMP!
RAT TAT TAT TAT!
BRAT TAT!
VIP!
VIP!
B'LAST!
Thanks for not only doing a **great job,** but **also** for demonstrating that people with **below-average intelligence** can **also** serve their country! Now, as for the **money** we owe you for this mission
Forget it !!
**FORGET IT...?!?**
**There you go AGAIN!!** How we gonna pay for renting that **'copter,** the **transportation** we used, the **ammunition** we burned, the **living expenses** we incurred, the **private property** we destroyed... ?!
We **ALWAYS** be **fugitives on the lam!!**
From the **Govern-ment!!**
No from all the **Collection Agencies** that are after us to **pay** the **enormous BILLS** we keep run ning up on these idiotic missions!
BILLS
BILLS

DON MARTIN DEPT. PART III

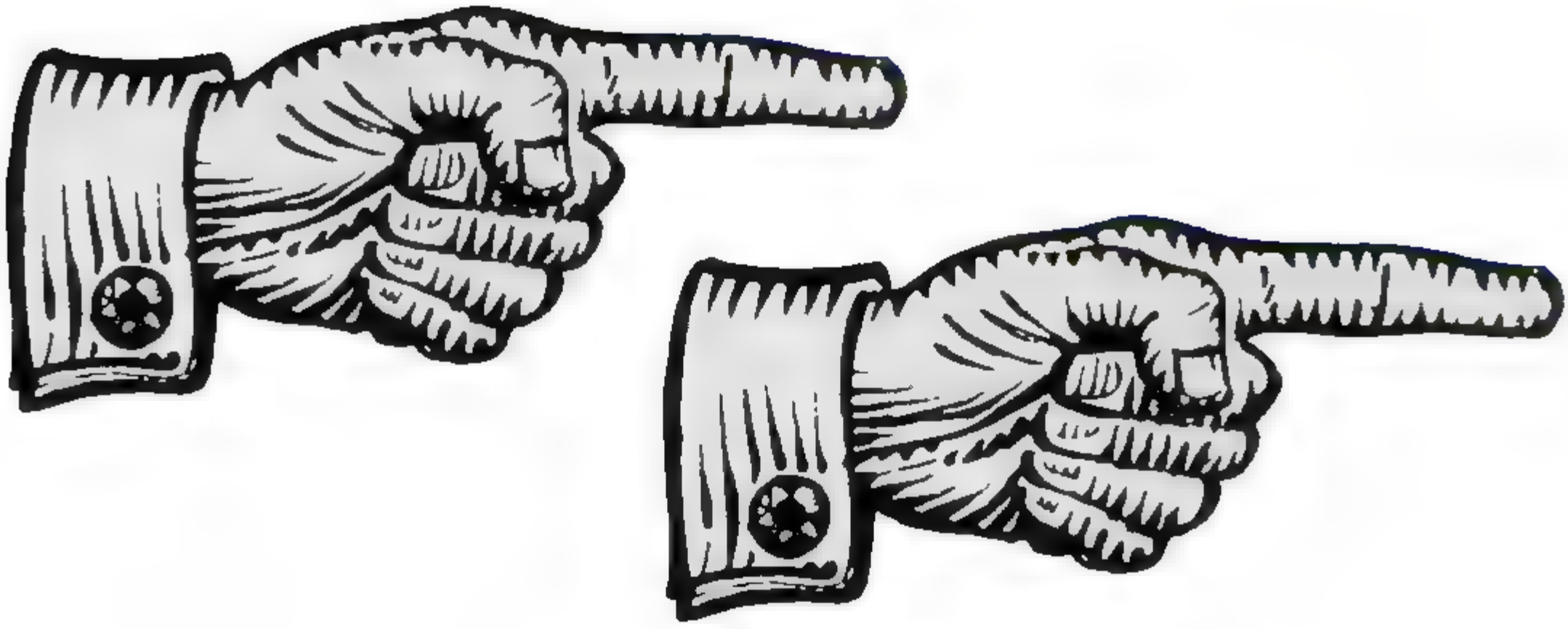
# ONE FINE EVENING DURING PRIME TIME



***Nothing to see here!***

***Please skip ahead.***



# WHAT IS CHANGING AMERICA'S DRINKING HABITS?

## HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

**America's drinking habits are constantly changing. What we drink, where we drink and how we drink depends on many varied factors. To find out what has caused the latest big change in our drinking habits, fold in this page as shown at the right.**

FOLD PAGE OVER LIKE THIS!

A› FOLD THIS SECTION OVER LEFT ‹B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

**MOST STUDIES OF DRINKING HABITS HAVE CONTAINED MISINFORMATION. HERE, WE HAVE ELIMINATED THE NONSENSE. ONCE WE START TO DRINK, WE'VE GOT TO PAY THE PRICE—SOONER OR LATER!**

A› ‹B

# WHAT IS CHANGING AMERICA'S DRINKING HABITS?

FOLD PAGE OVER LIKE THIS!

A (B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

## CONTAMINATED WATER!

AHB

# ONE-ON-ONE NIGHT D

ARTIST: DON MARTIN WRITER: DON EDWING

# N THE LABORATORY